Aggressive 'Trib' puts heat on 'S-T'

By Julie Liesse Erickson

Although the numbers indicate it may be merely a lot of hot air, a bitter rivalry continues between Chicago's two downtown daily newspapers.

Mention the *Chicago Sun-Times* to *Tribune* Editor Jim Squires and he grimaces. "The Murdoch era made terrible mistakes with the *Sun-Times* and made our job that much easier—through its mistreatment of [columnist Mike] Royko and its reappearance as a schlocky newspaper," Mr. Squires says. "The way the *Sun-Times* is being edited makes it a nice alternative to the *Tribune*. But it's less a direct competitor to us than ever; what they're trying to be is not what we want to be."

For his part, *Sun-Times* Executive Editor Ken Towers says, "We want to be a daily record of news that's relevant and important to our local readers. We leave the pretensions of being a regional or national paper to the *Tribune*."

Mr. Towers says two 1988 priorities—beefing up local coverage and investing in the Sunday *Sun-Times*—will allow the paper to "come within striking distance of the *Tribune*."

Chicago circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Tribune	765,371	2.7	1,117,275	0.5
Sun-Times	604,862	−1.3	613,940	−1.9

But to many observers, that *Sun-Times'* claim seems unrealistic. Although both Chicago dailies lost circulation in the early 1980s, the *Tribune* has regained readers, while the *Sun-Times* continues to suffer.

The *Sun-Times* has lost about 10% of its daily circulation and 15% of its Sunday circulation since September 1979. The *Tribune's* recent gains have cut its seven-year circulation losses to 2% on weekdays and 3% on Sundays.

Mr. Squires attributes the *Tribune's* circulation rebound largely to editorial tinkering. "When I joined the *Tribune* in 1981, the first thing we had to do was to stop the circulation losses. We had to counter weaknesses uncovered in our marketing studies.

"The *Sun-Times'* strengths were its perception as a young person's paper, its sports section and its local news coverage," he says. "So we repack-

(Continued on Page S-6)

"What do I have to do to get 'local' rates in The Houston Chronicle?"

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And check what happens on Sunday: One ad in The Chronicle reaches as many Houston adults as five ads in The Post. Here is the big picture.

Total Adults

	1 ad	2 ads	3 ads	4 ads	5 ads
Daily					
Chronicle	[illegible]	48%	53%	56%	58%
Post	32	[illegible]	44	47	49
Sunday					
Chronicle	[illegible]	62	66	69	71
Post	38	45	49	51	[illegible]

Source: Simmons 1987 National Study of Local Newspaper Ratings, Houston P.M.S.A.

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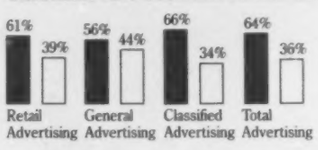

Source: Houston Chronicle internal inch reports, first six months, 1987. Includes full and part run ROP inches. Preprint inches are excluded.

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Represented by Sawyer Ferguson Walker

Houston Chronicle

Houston's primary advertising investment

*SOURCE: Calculations computed from the March 31, 1987 Publisher's Statement for the Houston Chronicle and the Houston Post.

'Times' lead

(Continued from Page S-2)

this year gaining a slightly harder edge. "We have always considered it a feature magazine with magazine-style, quality feature writing as the key. And that commitment has not changed," says Magazine Editor Michael Parrish on its evolution. "But readers of a daily newspaper, even with a Sunday magazine in a daily newspaper, expect a spine of news to it." With that change in thinking, the magazine has recently run cover stories on ethnic gangs, politics and business. On average, the magazine runs 40 to

(Continued on Page S-6)

'Daily News'

(Continued from Page S-2)

months before Mr. Morris' arrival, the *Orange County Register* lured *Daily News* Editor Timothy M. Kelly as managing editor. Managing Editor-News Bob Burdick succeeded Mr. Kelly in the *Daily News'* top editorial post.

The *Daily News'* circulation (159,348 daily, 174,767 Sunday, for the six months ending Sept. 30, according to Audit Bureau of Circulations), has risen steadily for several years; Mr. Morris believes it will reach 175,000 this year through geographic expansion and aggressive promotion.

He is convinced that "wherever the *Los Angeles Times* is the primary paper there's a fundamental weakness" the more locally oriented *Daily News* can exploit. Its format involves shorter stories, more colorful graphics and greater local emphasis than the *Times*.

The *Daily News*, long struggling to sign major department store chains as advertisers, recently added Buffums Department Stores and Bullock's.

Mr. Morris looks to Orange County, where the *Orange County Register* has a commanding circulation lead—almost 2 to 1—over the *Times*. "It [the *Daily News*] is where the *Orange County Register* was five years ago," Mr. Kelly says.

—*Jennifer Pendleton*

'Trib' puts heat on 'S-T'

(Continued from Page S-4)

aged our local news to make it easier to find; we added people and space to our sports section; and through additions like our 'Inc.' [gossip] column and [editorial cartoonist] Jeff MacNelly, we've reached out toward younger city readers."

Last year, both dailies launched ad campaigns that will continue through 1988. Hal Riney & Partners, Chicago, handles the *Tribune's* folksy ads; the fast-moving "Take a new look at the new *Sun-Times*" ads, stressing the paper's emphasis on Chicago news, are done in-house.

With circulation up 14% in non-metro areas and Sunday circulation peaking, according to Mr. Squires, the *Trib* now is focusing on improving its distribution network.

Mr. Squires says the paper also will increase the number of zoned editions to "at least" four, by including a south and north zone to the city and Du Page County editions.

The attention to outlying areas reflects management's opinion that its primary competition is not really the *Sun-Times*.

"Our plans are no longer pointed at the *Sun-Times*," Mr. Squires says. He says his attention is on the suburbs, where population totals are growing and acquisitions have strengthened the position of out-of-town media companies such as St. Louis-based Pulitzer Publishing Co.

Eroding the *Tribune's* daily circulation lead and improving its Sunday edition top the *Sun-Times'* list of 1988 goals.

The *Sun-Times* in 1988 will test a Sunday lifestyle magazine, add color to more Sunday sections and beef up graphics.

Tentatively scheduled for a spring 1988 debut, the as-yet untitled color and b&w supplement "hopes to bring something novel and interesting to the concept of the Sunday magazine," said Cornelia Tuite, the magazine's managing editor.

Mr. Towers also emphasizes a commitment to more and better business and local reporting, particularly to build readership in the fast-growing Du Page County and northwest suburban areas.

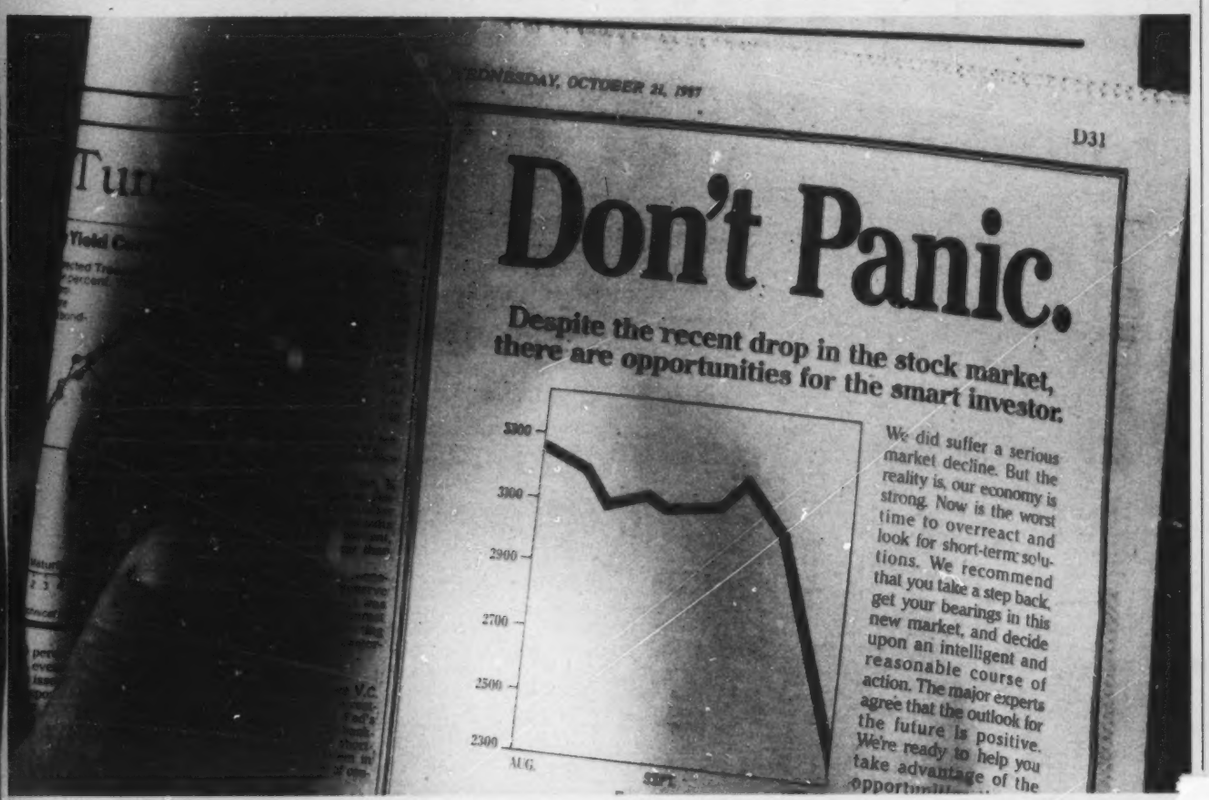
In addition, the *Sun-Times* will "continue to cover sports energetically," he says. For the 1987-88 National Football League season, the Monday edition sported a wrap-around section highlighting the Chicago Bears. Mr. Towers will not comment on whether that wrapper will live beyond next week's Super Bowl.

Putting sports news upfront is one way the *Sun-Times* tries to catch the eye of local readers; newsstand sales account for more than half of its circulation. Executives also have boosted color use and instituted various graphic changes.

"The goal of all these graphic changes is providing a paper that doesn't have a sameness about it from day to day," Mr. Towers says.

While the *Sun-Times* focuses on catching up in daily circulation, the *Tribune* faces the No. 1 paper's task of finding new outlets for circulation and ad growth.

"We still have room to grow," Mr. Squires says. "We can grow through zoning and by offering better service . . . "We also can enhance our regional and national reputation, both editorially and as a vehicle for national advertising."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D31
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We did suffer a serious market decline. But the reality is, our economy is strong. Now is the worst time to overreact and look for short-term solutions. We recommend that you take a step back, get your bearings in this new market, and decide upon an intelligent and reasonable course of action. The major experts agree that the outlook for the future is positive. We're ready to help you take advantage of the
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'Times' lead

(Continued from Page S-4)

pages an issue.

While the *Times* attempts to reinforce its dominant position, the money-losing *Herald Examiner* is on an opposite course. Long searching for a success formula, the paper is strongly considering switching to a tabloid format. Although the *Herald* is well-known for developing prototypes for new formats and sections that ultimately never receive corporate support, ceo John J. McCabe says, "It seems likely" the *Herald* will go forward with its plans, probably late in 1988.

Editor Max McCrohon, 58, a one-time editor of the *Chicago Tribune*, is directing the effort. The Australian-born Mr. McCrohon hopes to build on the 75% of the circulation from street sales and wants an editorial mix that attracts more Asian and hispanic readers.

The *Times'* two strongest rivals reside to the north and south of the its primary marketing area—the *Daily News*, covering the San Fernando Valley and the *Orange County Register*, covering the sprawling 26 communities below Los Angeles.

Two years ago sports entrepreneur Jack Kent Cooke purchased the *Daily News* from Chicago-based Tribune Co. *(see related story on Page S-2)* and began making changes designed to insure its future.

While the *Daily News'* 152,963 daily circulation (as of March 31) still doesn't equal the *Times'* circulation in the San Fernando Valley (186,000 as of March 31), newly installed Publisher Steve Morris speaks confidently that that will happen soon. "We are on the verge of beating the *Times*," he says. He notes that new presses—set to begin operation early this year—will allow the *Daily News* to print more than 300,000 copies daily by fall 1989.

In circulation, Freedom Newspapers's *Orange County Register* has been consistently beating the *Times* in Los Angeles' affluent neighborhood to the south for some time.

Four-way battle to get more colorful

By Patrick Reilly

Now that union peace has been found in the New York newspaper world, the next big battle looming is color.

The *New York Daily News* and the *New York Post* both recently reached at least tentative agreements with the city's 10 newspaper unions after nearly a year of tense labor negotiations. Throughout the negotiations, *News* Publisher James Hoge continually referred to the negotiations as critical to the survival of the tabloid. The *Post*, faced with annual losses of more than $10 million, also was concerned with whether a strike by the unions might not force the closing of the already wobbly weekday tabloid.

The New York Times at press time was in the process of making agreements with its unions.

New York circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Daily News	1,285,869	1.2	1,615,038	1.1
Times	1,022,899	2.1	1,589,290	0.3
Post	690,915	−5.6	–	–

New York Newsday already had settled a four-year contact with its unions in early 1987 as part of its parent, *Long Island Newsday*.

However, with union peace achieved, the four papers appear ready with new editorial and promotional campaigns to go at it again in an all-out newspaper war. Publishers won't have the unions to blame if they fail. Instead, the papers are pitted against one another, and more than likely, not all will survive.

One of the emerging weapons in the battle appears to be the use of color. *New York Newsday* has had it since the tabloid entered the New York market in 1984 and has made its color pages a major theme in its TV ad campaign. So far, *Newsday* is the only newspaper in town with the ability to print color.

That could change at the *News*, but first it must demonstrate its profitability to persuade Chicago-based parent Tribune Co. to invest $300 million in color presses. Mr. Hoge said the presses are needed to compete in the market for the long run. The *News* is expected to lose from $10 million to $12 million this year on revenue of about $450 million.

At a recent analysts meeting, Mr. Hoge said the *News* was actively seeking a plant site and looking at technology to build a plant with color capability for the 1990s.

The New York Times could have color sooner than that. At the same meeting, *Times* officials said color advertising ability would come on-line in 1990 with the opening of a new printing plant. The color capability is expected to be available for some editorial pages in its Sunday edition. In November, the *Times* also added several new pages on education, fashion, law, health and fitness and medical science.

The *New York Post* has not announced plans to go to color on its pages. In fact, the *Post* is expecting a further drop in its already declining circulation when it cuts back to two editions a day from eight along with worker trims.

The paper's circulation has fallen to about 690,000 from 960,000 in 1983. After the cut in editions, Patrick J. Purcell, *Post* publisher, said he expects circulation to drop to about 550,000.

Owner Rupert Murdoch has officially put the *Post* up for sale, which the Federal Communications Commission has ordered him to do by March 1988 because he also owns a TV station in New York. Already British press lord Robert Maxwell and a number of New York real estate moguls have shown interest. Currently, however, Mr. Murdoch is em-

(Continued on Page S-11)

'News' has big role in creating shop

Bob Conlon knows what makes newspapers better clients than most: They make decisions fast.

"Newspaper people are very smart people. You don't have to draw them a map. You show them something and they move quickly," says Mr. Conlon, who along with Paul Nye, the two of them former executives at SSC&B:Lintas Worldwide, formed Conlon & Nye in October.

Messrs. Conlon and Nye will certainly be moving fast with the *New York Daily News* and its $8 million account. This month Conlon & Nye broke a new *Daily News* campaign in TV, print and outdoor continuing the theme they began last year, "Nobody knows it, nobody shows it, nobody tells it like the *Daily News*."

Arnie Adler

Paul Nye and Bob Conlon are responsible for putting together the new Daily News campaign.

The agency really owes its existence to the New York tabloid. The two creative executives began working on the *Daily News* business strictly on a free-lance basis in April 1987, when the paper's last agency, Holland & Calloway, suddenly resigned the account to take on the business of rival tabloid *New York Newsday*.

The first TV spots Conlon & Nye developed for the paper used the now-familiar tag line to promote the *Daily News* sports pages. The paper's management like the campaign so much it was expanded to include promotion of the news and feature sections.

The recent success *News* Publisher Jim Hoge has had with cutting costs and increasing circulation is making the agency's work much easier, says Mr. Conlon. "The *News* these days is looking like a winner," says Mr. Conlon. "It's a lot easier than promoting the [New York] *Post*. I don't know if that could be pulled off."

The new *News* campaign focus on, among others, editors and columnists at the paper. "The focus is on the people who make the difference at the paper," he says.

—Patrick Reilly

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Tampa Tribune
Mike Perricone, Advertising Director
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Tampa, FL 33601

September 29, 1987

Dear Mr. Perricone:

Tony Roma's, famous for baby back ribs and barbequed chicken, was unknown in the Tampa Bay area until our recent advertising campaign placed in the Tampa Tribune. Based on the success of the one month campaign, Tony Roma's will always spend our advertising dollars in the Tampa Tribune.

Over 1,400 coupons were redeemed in our Tampa and Clearwater restaurants. This proves to us that the Tampa Tribune covers the entire Bay Area. The coupons were evenly distributed throughout the month, which proves that the Tribune has a strong shelf life. The Tony Roma's Tampa Tribune advertisement reached out of town guests as well as locals. Surely this proves that the newspaper to read in the Tampa Bay Area is the Tampa Tribune.

Advertising in the Tribune has given Tony Roma's an outstanding return on our investment. For our budget, Tribune advertising is extremely cost effective. We are very pleased with the results of our Tribune advertising. To reach our target market, a more effective publication does not exist.

Best regards,

Alex N. Schreer
Marketing Director

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Economy takes toll on 'Post,' 'News'

By Julie Truck

Denver's two fiercely competitive daily newspapers are showing signs of a retrenching following a major skirmish with the state's beleaguered economy.

The *Denver Post* suffered its biggest setback in September when Times Mirror Co., Los Angeles, sold the ailing paper for $95 million to MediaNews Group of Dallas, headed by William Dean Singleton.

Meanwhile, at the offices of Scripps Howard's *Rocky Mountain News*, news bureaus have been trimmed back and its afternoon stock final was canceled in November after a year of disappointing sales. Both of the newspapers also have canceled their Colorado Springs editions.

Acquired by Times Mirror in 1980 and converted shortly afterward to a morning paper, the *Post* has strugged to regain market share ever since. Anthony Campbell, recently promoted to executive editor, says the *Post* will concentrate on beefing up local coverage and increasing story count, traditional fortes of the *News*. "The battle has got to be won on local hard news," Mr. Campbell says.

News editor Ralph Looney, a Scripps Howard veteran, says he will be watching the *Post* with interest and has some of his own editorial changes planned for 1988, but adds he that doesn't plan any changes in the *News* editorial philosophy.

"We've tried not to change the character of the paper, which seems to indicate to me that [readers] haven't lost their identity with the paper," he says.

The *Post* suffered a crushing blow last spring with the loss of a $2 million account—the paper's largest—when all 12 outlets of The Denver department store chain closed.

The sluggish economy has further squeezed advertising revenues, and local advertisers can take advantage of some of the lowest rates per thousand in the country, says Dave Beihoff, *Post* VP-advertising & marketing.

The cut-rate advertising also has trickled down to the Denver-based Sentinel Publishing Co., with 10 suburban weekly newspapers. Sentinel president Harrison Cochran says in the short-term, he expects the ad-rate pressure to continue, with more lean times ahead.

However, the competitive atmosphere at the two papers has proven a plus for one group—new subscribers. Both papers have employed price promotions in which new readers can receive a week's worth of the *News* for 86¢ and the *Post* for 85¢. Existing subscribers at both papers are charged $7.25 a month.

The September Audit Bureau of Circulations figures place the *News* daily circulation at 332,114 compared with the *Post's* 230,471. However, the *Post* has a Sunday lead of more than 30,000.

Through the first 10 months of 1987, the *News* was the ad linage leader. According to figures compiled by Media Records, it holds a 55.7% share of total linage for daily and Sunday with 3.1 million inches, compared with the *Post's* 2.5 million inches.

These figures include preprints, but not linage in the *Post's USA Weekend* or the *News' Parade*.

According to Vernon Mallinen, *News* director of marketing services, the paper will become much more aggressive in playing up its lead.

As part of that marketing strategy, the *News* hired Broyles Allebaugh & Davis, Denver, in December to handle its $1 million account, replacing Colle & McVoy, Englewood, Colo.

At the *Post*, advertising executives say they plan no review of Schenkei/Associates,Denver, for at least six months. But Mr. Beihoff says the paper will cut its advertising budget "significantly" in 1988. In 1987, the newspaper spent $1.6 million in television alone, he says.

Some observers say the *Post's* sale was expected following the summer buyout offer to employees. About 150 *Post* employees accepted the offer for voluntary termination. Through the offer, the *Post* had hoped to cut 200 positions for an estimated salary savings of $6 million.

But for many *Post* employees, the question is whether MediaNews can turn a profit at the paper while maintaining the editorial excellence that won the *Post* a Pulitzer Prize in 1986.

Former *Post* Publisher Richard T. Schlosberg III left to become president of the *Los Angeles Times*, while Editor David Hill has moved to Times Mirror in a senior editorial capacity.

The new editor and publisher, Maurice Hickey, comes from the *Detroit News*, where he was publisher. He also played a key role in the development of *USA Today*.

Fueling employee worries following the takeover of the *Post* was a request from Mr. Singleton for 4% to 6% in wage concessions, which he received from the Denver Newspaper Guild and which took effect Jan. 1.

Also, in early December, the paper cut 20 positions, including seven in management, for an estimated savings of $700,000 in wages and benefits.

Julie Truck is a Denver-based correspondent for ADVERTISING AGE.

Denver circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Rocky Mountain News	332,114	1.5	373,206	1.6
Post	230,471	1.5	404,271	−5.0

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Source: ABC Publisher's Statement 3-31-87
New England Newspaper Assn. Linage Report 11-30-87

Twin Cities arouse squabbling 'siblings'

By Bob Geiger

The Star Tribune: Newspaper of the Twin Cities and the *St. Paul Pioneer Press Dispatch* are fighting for readers and advertisers in a battle that could transform the Twin Cities into a single metro market.

Star Tribune, flagship property of Minneapolis-based Cowles Media Co., dropped Minneapolis from its name Aug. 31 and added a St. Paul edition—asserting the Twin Cities had meshed into a single 2.25 million-person market.

The smaller *Pioneer Press Dispatch*, owned by Miami-based Knight-Ridder Newspapers, retorted that the "twin" cities differ vastly and hired Clarity Coverdale Rueff, Minneapolis, for a $500,000 campaign to counter *Star Tribune's* $1 million ad blitz via Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis.

After ruling out a "west metro" counterattack, the *Pioneer Press* in October began delivery in downtown Minneapolis. Further, the paper seeks subscribers near the future site of the Fashion Mall of America, a 2.8 million square foot retail mall south of Minneapolis in suburban Bloomington.

Pioneer Press Dispatch President-Publisher John Henry said the westward creep signals a St. Paul drive to expose Minneapolis decision makers to another newspaper and to boost readership near the future home of the first Twin Cities' Bloomingdale's and Nordstrom department stores. Mr. Henry would not say whether the *Pioneer Press* plans home delivery in Minneapolis.

Both newspapers are the merged products of morning and evening publications. The evening *Minneapolis Star* combined with the *Minneapolis Tribune* in 1982 to form the *Minneapolis Star & Tribune*. In 1984, the evening *St. Paul Dispatch* joined with the *St. Paul Pioneer Press*. Additionally, both papers feature slick color graphics and new off-site printing plants.

Twin Cities circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Star Tribune	389,410	2.8	629,845	2.2
Pioneer Press/Dispatch	193,075	3.0	251,484	2.4

Stakes are high in what is seen as a drawn-out war for readers and local and national advertisers who in the past have made two ad buys. Key to *Star Tribune's* east metro success is its contention that people who work or socialize in both cities should be served by a newspaper covering the entire metro area.

In contrast with a hands-off marketing stance long maintained by both newspapers, the *Pioneer Press* has a feisty broadcast, print and outdoor campaign highlighting differences between the papers, which started last fall.

Typical of St. Paul's campaign is a print ad picturing a *Star Tribune* delivery truck parked near a "dead end" sign. The headline: "The newspaper of the Twin Cities seems to be getting lost in St. Paul."

The *Star Tribune's* "Good news" campaign in Minneapolis includes one 30-second tv ad, radio and print and outdoor ads. Introductory print ads were headlined, "We look at

(Continued on Page S-12)

Bob Geiger is an ADVERTISING AGE *correspondent based in the Twin Cities.*

Colorful

(Continued from Page S-8)

broiled in a battle with the FCC and members of the U.S. Senate—including Edward M. Kennedy (D.-Mass.)—over whether he can retain cross-ownership of newspaper and broadcast properties in New York and Boston.

The toughest battle in New York is bound to be between the street-smart *Daily News* and its newest, slightly more genteel competitor, *New York Newsday*.

Each is launching new advertising campaigns in 1988 that feature the editorial product. The *Daily News* campaign from Conlon & Nye features the paper's stars, including columnist Liz Smith *(see related story on Page S-8)*.

New York Newsday's campaign also breaks in January from Holland & Calloway, New York, which resigned the *Daily News* account in 1987 to take on *New York Newsday*. It too will feature *Newsday* columnists and by late 1988 could include Jim Breslin, the *Daily News* columnist contracted to write for *Newsday*.

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JOA setback sends papers scurrying

By Dee Ann Maki

A pending decision by U.S. Attorney General Edwin Meese III will determine whether Detroit will see a continuation of the long-running newspaper war between *The Detroit News* and *Detroit Free Press*.

Those two, the country's ninth and 10th largest newspapers, have run into numerous hurdles in their attempt to form the largest joint operating agreement on record.

The latest came Dec. 30, when Administrative Law Judge Morton Needelman recommended denial of the merger, four months after completion of public hearings over the papers' claims that a JOA was necessary to preserve Detroit's two distinctive editorial voices.

Dee Ann Maki is a Detroit-based free-lance writer.

The Detroit News and Detroit Free Press both made front-page news with a judge's rejection of their JOA proposal.

The *News* and *Free Press* announced the merger proposal April 14, 1986, arguing that without a JOA, the *Free Press*, which has suffered greater losses, is in danger of failing.

Judge Needelman presided over 16 days of public hearings last August, at which the newspapers cited combined losses of $142 million from 1981 through first quarter 1987.

Detroit circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
News	686,787	0.8	837,511	−0.3
Free Press	649,312	−1.1	732,699	−1.9

The losses have been caused by an intense competition that has resulted in a fierce newsstand price and ad rate battle. Readers and advertisers, who have benefited so far, fear a JOA may remove the economic incentive for such competition.

The *News*, which sells for 15¢, has the lowest cover price for a metro daily in the country, followed by the *Free Press* at 20¢. Sunday editions run 75¢ for each. Ad rates are marked by "severe discounting," according to Judge Needelman.

Under terms of Detroit's proposed JOA, the production, advertising, circulation and business departments of both publications would be combined. The *Free Press* would continue to publish its morning editions, and the *News* its afternoon editions.

Squabbling 'siblings'

(Continued from Page S-11)

life from both sides now," "East Side Story," and "Unfolded, it covers the entire Twin Cities."

Effects of Minneapolis' metrowide strategy are unclear. Suburban publishers say daily news competition in Dakota County and northwest Ramsey County—the most intense Minneapolis-St. Paul confrontations—hasn't changed their product. But ad bidding has become more competitive. Dakota County suburbs of Apple Valley, Burnsville and Eagan comprise the south metro battleground. The *Star Tribune* dominates here, but St. Paul mails its Dakota West community section weekly to 24,000 homes.

"We saw more activity out of Dakota West than we saw out of [*Star Tribune's*] metrowide thing," says Lee Canning, VP of Guy Gannett Minnesota Publications, publisher of 26 suburban weeklies mailed free to homes and five local shopping guides.

Mr. Canning, senior VP-business manager for the Minneapolis Star and Tribune Co. until 1974, said the thrust of *Star Tribune's* metrowide strategy is to drain national ad revenue from the *Pioneer Press* (National ad buys make up between 10% and 20% of *Star Tribune* ad revenue). And while Mr. Canning thinks the Twin Cities has become a more singular market, he likened buying ad space in *Star Tribune's* St. Paul edition to "selling an empty bag for $3" because of low east metro penetration.

Dan Clay, head of Burnsville-based This Week Newspapers, a chain of nine Twin Cities weeklies, said "We don't

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Columnists 'positive' about St. Paul switch

Ex-Minneapolis newspaper columnists Nick Coleman and Joe Soucheray have turned on their old employer in ads for the rival *St. Paul Pioneer Press Dispatch*.

Print and TV advertising says that after encountering "writer's block," Messrs. Coleman and Soucheray left *The Star Tribune: Newspaper of the Twin Cities*, to "find freedom of the *Press*." Both men, now *Pioneer Press* columnists, claim Minneapolis editors told them to be more positive and killed some columns that weren't done so.

The feisty *Pioneer Press* ad campaign marks a radical change in the tame nature of Twin Cities newspaper marketing.

The St. Paul paper's $500,000 campaign via Clarity Coverdale Rueff, Minneapolis, contrasts sharply with the *Star Tribune's* polite "Good news" ad effort.

That's because the *Star Tribune*, in effect, declared war on the *Pioneer Press* turf Aug. 31 after it changed its name and launched a St. Paul edition.

Star Tribune officials stress they are following their readers east, and that increased metrowide competition won't threaten the *Pioneer Press*.

"They can call it whatever they want, but we'd be fools not to respond like it's a war," says Mr. Coleman, who joined the *Pioneer Press* in June 1986 after 13 years of reporting and media criticism in Minneapolis.

"I kept getting this message to be positive. Long, agonizing torturous meetings [with editors]—it was like something out of Kafka. They started cutting the crap out of stuff I was writing," says Mr. Coleman.

Mr. Soucheray, who defected to St. Paul in 1984 after he lost his sports column, said *Star* Tribune editors "made it very clear they wanted more positive coverage."

Joel Kramer, *Star Tribune* executive editor, replies that "There have been occasions when we have not run people's columns," and says that happens at every newspaper. Mr. Kramer adds *Star Tribune* columnists aren't allowed to "hammer repeatedly" on the same subject.

A Pioneer Press Dispatch ad pokes fun at the Star Tribune.

Under the proposed JOA, the papers would consolidate on weekends under the masthead of *The Detroit News-Free Press*. Saturday editions would entail the *Free Press* covering breaking news and the *News* carrying the features. The Sunday edition would have the *Free Press* producing features and its lifestyles section while the *News* would cover breaking news and sports. Both papers would to maintain separate editorial voices, and the entire operation would be run by the Detroit Newspaper Agency.

During the August hearings, opposition was led by Detroit's Mayor Coleman Young and labor unions representing both papers. The anti-trust division of the U.S. Justice Department claimed at the hearings that the *Free Press* could have avoided losing money had it not chosen to engage in "an intense

(Continued on Page S-14)

Reactions mixed about the future of 'Free Press'

One reporter at the *Detroit Free Press* compared the mood of its employees to that of a patient ready for major surgery.

"You can talk about the weather, but sooner or later your thoughts drift back to whether you're going to make it off the operating table," Rick Ratliff, a business reporter at the *Free Press*, says.

A common worry among staffers is that there's an element of self-fulfilling prophecy to the newspaper's declaration in its application for a joint operating agreement—that it is a failing newspaper.

Newsroom defections fuel the concern, but circulation and ad sales have not significantly suffered since the *Free Press* first applied for a JOA with Gannett Co.'s *The Detroit News* 21 months ago.

Free Press executives have been trying to boost morale among the paper's 2,200 employees with discussions and news briefings to them abreast of JOA developments. David Munch, VP-advertising, begins weekly staff meetings with the question, "Does anybody want to talk about the JOA?"

"It's been an emotional roller coaster," says Robert Hall, general manager at the *Free Press*. "There hasn't been any panic or masses of people saying they want to quit or anything like that. They're just concerned about another period of uncertainty as to what's going to be in the future."

The News lured about a dozen reporters away from the *Free Press* during a talent raid last spring, and the *Free Press* has lost another 15 or more reporters and editors since the JOA request was announced.

Tim Kiska, who joined the *News* as a columnist last March during the *News'* raid of the *Free Press'* newsroom staff, says morale was "pretty low" when he left. "At the *Free Press*, the JOA was almost a constant source of conversation. Here it doesn't seem to be much of an issue."

Although analysts say it is typical for the declared failing newspaper of a JOA to suffer declines in circulation and advertising while the JOA application is being considered, the *Free Press* has remained fairly stable in both areas.

"I think there's a good deal of faith and affection in the *Free Press*, and a great deal of trust in the *Free Press* from both readers and advertisers," says David Lawrence Jr., publisher and chairman.

—Patricia Strnad

give an inch to the dailies." Mr. Clay slammed St. Paul's Dakota West as a "half-hearted" attempt to gain readers and advertisers and sniped at *Star Tribune* for its thin local news coverage. "I don't feel threatened, let's put it that way."

The *Pioneer Press* lampoons *Star Tribune* editing in full-page print and 30-second TV spots.

Ads picture typed copy with red editor's slashes and commands to rewrite or soften text—something Messrs. Coleman and Soucheray say does not happen at the *Pioneer Press*.

That's just one way the *Pioneer Press* ads differ from the current *Star Tribune* campaign, a $1 million effort via Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis. *Pioneer Press* TV spots use staff members while *Star Tribune's* warm-and-fuzzy image ads do not.

Other St. Paul advertising notes lower single-copy price (25¢ compared with 35¢ for the *Star Tribune*); a.m. and p.m. editions (*Star Tribune* prints mornings only), and pokes fun at the *Star Tribune's* "east metro" buzzword for St. Paul and its surrounding suburbs.

Most pithy and hard-hitting is a St. Paul print ad headlined, "The newspaper of the Twin Cities seems to be getting lost in St. Paul" with a *Star Tribune* truck pictured near a "dead end" sign.

"It's clear that they have taken a very combative stance," says Thomas Culligan, *Star Tribune* VP-marketing.

Messrs. Culligan and Kramer agree that the *Star Tribune* prefers a positive marketing approach, not wanting to offend prospective readers and advertisers in the eastern portion of the metropolitan area.

—Bob Geiger

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Papers hot properties in cool economy

By Jennifer Lawrence

For a city in the throes of an economic slump, Houston's newspaper market generated headlines of its own when the *Houston Chronicle* was sold to Hearst Corp. in May for $415 million.

A little more than six months later, *The Houston Post* was sold to William Dean Singleton's MediaNews Group by Toronto Sun Publishing Corp. for $150 million plus an amount based on future revenues through 1992.

Houston circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Chronicle	406,776	0	534,771	0.8
Post	301,100	−2.1	347,052	−3.7

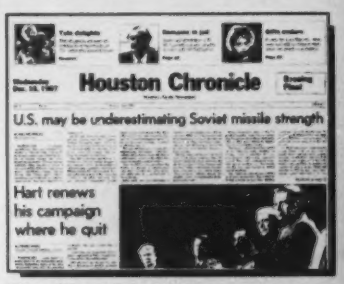
"Both newspapers in essence together sold for around $600 million, and that's good news for Houston," says Elio Agostini, *The Houston Post's* VP-marketing, who along with *Post's* senior management under Toronto Sun decided to stick with the feisty paper. "Obviously both newspapers have a place in this community or that kind of money wouldn't have been put up."

Nevertheless, a soft retail economy and a static population base have caused problems. Total ad revenues are down and the papers reported slight daily circulation losses for the six months ending Sept. 30. Both are trying to lure new readers by touting editorial superiority in ad campaigns. New ownership has not changed marketing focus at either paper, though the *Post* modified its game plan to compete head-on with the *Chronicle*. The *Post's* strategic shifts were made before the sale.

Still, the *Chronicle* maintains a sizable circulation lead *(see box at left)*.

Despite the *Post's* circulation losses, the paper has made slight gains in advertising share. Media Records shows that for the first 10 months of 1987, the *Chronicle's* ad share was 58.9%, compared with 59.2% in 1986. The *Post* climbed to 41.1% this year from its 40.8% share in 1986.

In classified advertising, the *Post* went from a 33.2% share for the first 10 months of 1986 to 33.8% in 1987 compared with the *Chronicle's* 66.8% in 1986 and 66.2% this year.



The Chronicle, under new owner Hearst, continues its tag as "Houston's leading information source."

The *Chronicle's* main marketing thrust is continued reinforcement of the paper's No. 1 position, says Bob Thomas, *Chronicle* marketing director.

With that goal, the *Chronicle* extended its "We support Houston" ad campaign to the next phase, which describes what the paper means to readers.

A series of four 30-second TV spots captures moments between family members as they tell their children how they feel about the *Chronicle* and what the information in the paper provides for them. Rives Smith Baldwin Carlberg, Houston, created the "Heritage" campaign.

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If you're interested in locating a great money market, look no further than Booth, Michigan. We're America's 10th largest metro market. Booth is also the 10th largest homeowners market. And the 10th largest market of households with children. It's easy to get to Booth, too. Just pick up the phone and place an order with Booth Newspapers at (313) 540-5600. You'll get the eight best routes to Michigan's money at a 15% discount with just one call. One order. One bill. Represented nationally by Newhouse Newspapers.

newspapers booth

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JOA setback

(Continued from Page S-13)

and costly battle for dominance."

The hearings also included testimony from Knight-Ridder Chairman Alvah Chapman and Gannett Co. Chairman Allen Neuharth as well as additional employee unions, economists and industry analysts.

Mr. Chapman testified during the hearings that he would recommend closing the *Free* Press if the JOA is denied (AA, Aug. 17).

Judge Needelman's decision to recommend denial of the proposed merger was based on his conclusions that the *Free Press* sought market dominance at any cost, with the belief that if it failed it could qualify for a JOA. He characterized that scenario as a win-win situation, where either outcome would assure profitability. Judge Needelman also concluded the *Free Press* is not in a "downward spiral" in terms of advertising and circulation revenue.

Mr. Meese will not consider the case until mid-February, giving both papers, the U.S.

Mr. Thomas indicates that the *Chronicle* also has expanded its same-day radio campaign, which promotes that day's top stories in several sections of the paper. In November, a 60-second spot was added to the rotation on Wednesdays to highlight the food section. The seven-week effort, a test for similar future efforts, directed listeners to key coupons, recipes and ads. The *Chronicle's* tag remains "Houston's leading information source."

While concentrating on maintaining awareness, the *Chronicle* this year will begin to consider targeted marketing opportunities. "Because of the size of our paper and the amount of available new readers, it becomes much more difficult to grow," says Mr. Thomas. "We feel we have maintained maximum penetration and now must focus on target marketing."

At the *Post*, marketing efforts are aimed at building long-term readership gains and increasing ad share—particularly in classified, where the *Post* is a distant second.

A current fall ad campaign from GSD&M, Houston, is homing in on the *Post's* accurate and balanced reporting with two 30-second TV spots and three 60-second radio commercials.

"Research showed that people want balanced reporting and thorough local news," says Mr. Agostini. "We feel the *Post* is more a model of those qualities than the opposition, and our marketing is pushing those principles."

The *Post* also debuted a new tag, "A sign of intelligent life." "Again, research showed that people viewed the new slogan three ways: 1.You have to be intelligent to read the paper; 2.

(Continued on Page S-16)

New owner softens the 'Post' look

What's black and white and no longer red all over? The redesigned *Houston Post.*

The day after William Dean Singleton's MediaNews Group acquired Houston's No. 2 paper, out went the red logo of *The Houston Post* logo that was instituted by the previous owner, Toronto Sun Publishing Corp.

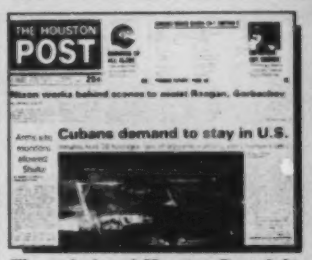
In its place came a more traditional logo and a redesigned front page.

Under the paper's masthead is the tag "Texas owned, Texas proud."

"A new front page was motivated by the change in ownership," says Elio Agostini, *Post* VP-marketing. "Dean [Singleton] wanted more of a morning newspaper look. Many of us all along felt that the *Toronto Sun* look was not apropos for this paper."

The Houston Post nameplate uses the Times New Roman typeface—similar to the look of sister publication *Dallas Times Herald.*

Like the *Times Herald*, the new *Post* uses the U.S. flag and Texas flag on the front page. The *Dallas Times Herald* tag, however, says "The best newspaper in Texas."



The redesigned Houston Post (left) dumped the red logo and added the tag, "Texas owned, Texas proud."

"Yes, we wanted to be more in keeping with the MediaNews Group look and sought a similarity," acknowledges Peter O'Sullivan, the *Post's* VP and editor-in-chief.

"We wanted a softer, more traditional design."

Noting that the ownership change was the perfect opportunity to make a design change, Mr. O'Sullivan says,

(Continued on Page S-17)

Justice Department and other-parties 30 days to respond to the judge's recommendation, and then another 15 days to respond to each other's briefs.

Mr. Meese has no deadline and can make his final decision any time after the 45-day span.

Worries of soaring ad rates under JOAs are common among advertisers. Although a pricing format has been readied for use, pending approval, specific rates cannot be determined.

Current ad rates and revenue figures cannot be used to determine the new cards because it is considered an anti-trust violation if both parties share competitive information before a decision is announced.

Knight-Ridder continues to be optimistic that the JOA will be approved despite Judge Needelman's recommendation. If Mr. Meese denies the application, the company's options include appealing in U.S. District Court, selling the newspaper, closing the *Free Press* and selling its assets or cut costs by reducing staff and raising daily cover prices. The *Free Press* is said to have lost an estimated $18 million in 1987.

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Competition still fierce, but some rules change

By Beverly Narum

When MediaNews Group took control of the *Dallas Times Herald* in the fall of 1986, one of the first complaints its president, William Dean Singleton, made was that the two Dallas newspapers looked too much alike.

Beverly Narum is a Dallas-based free-lance writer.

At the time, most people would have agreed. Under Times Mirror Co. ownership, the *Herald* and its rival, *The Dallas Morning News*, waged fierce, toe-to-toe competition, each trying to outcover the other on every story, each chasing similar markets. While that competition certainly hasn't ceased, the game plan for the *Herald* in a little more than a year under MediaNews ownership has changed.

"You always go head-to-head in a competitive market," Mr. Singleton says. "The reader has the choice to put his quarter in your box or their box. But we are trying to reach a certain audience, a younger, more family-oriented audience. We are targeting that 25-to-45 age group, the family with a wife and kid and two car payments. That's the growing part of the market."

To meet that goal, Mr. Singleton chose veteran newsman David Burgin as editor. The *Herald* has changed in look and content; front page headlines are larger and flashier and Page 1 stories often have more of a feature flair than in the past; Some selections have a more sensational bent.

The *News* has responded by continuing its program, although increasing its use of color and graphics.

"From a pure marketing standpoint, we are delighted in the changes at the *Herald*," says Jeremy Halbreich, exec VP and general manager of the *News*.

Mr. Halbreich says competition continues to be intense, but he believes it is less direct and less of a threat than when Times Mirror owned the *Times Herald*.

Under the new ownership, the *Herald* editorial staff has dropped to about 250 from its peak at 310 while the *News* has about 300. But the *Herald* gained a boost in coverage potential last fall when MediaNews Group announced it would purchase *The Houston Post* and *The Denver Post*.

Already the two Texas papers have worked together in covering the Cuban riot in a Texas prison; stories from *Houston Post* reporters already have appeared on the front page of the *Herald*.

Mr. Singleton also shows he's ready to fight the *News* on other levels. He ordered an investigation of *News* circulation practices even before his new ownership position was official, and that challenge continues.

After nearly a year of trading charges, months of deposition taking and the involvement of the Texas attorney general's office, the two papers had reached an agreement in August 1987 for the Audit Bureau of Circulations to begin its first audit since the *Herald's* challenge stopped the audit of the 12 months ended March 31, 1986.

When the audit—expected to be completed in the first quarter of this year—is issued, it will be the first official audit since the review of the 12 months ended March 31, 1985.

While the audit continues, both sides remain adamant in their positions and continue legal proceedings.

Additions to the papers haven't stopped. The *Herald* beefed up neighborhood coverage with zoned editions while the *News* in 1987 added a twice-weekly edition for the city of Plano and Collin County, an area with growth potential and high-end demographics. Last fall the *News* added a Sunday supplement, "Youth Beat."

Both newspaper leaders said the downturn in the local economy has been a bigger challenge than fighting the competition. Both papers lost millions of dollars in ad revenues in 1987 when Safeway closed all of its North Texas grocery stores and long-time retailer Joske's was sold to Dillard Department Stores, already an advertiser in the market. Both papers trimmed staff and instituted other cost-cutting measures.

Mr. Halbreich says the *News* will continue its "Dallas reads the Dallas Morning News" campaign with agency Tracy-Locke/Dallas.

Mr. Singleton said advertising in 1988 for the *Herald* will depend on what happens with the economy. Richards Group, Dallas, handles the account.

Though there are no recent audited circulation figures, unaudited figures give the *News* a substantial lead.

Hot property

(Continued from Page S-15)

You become intelligent when you read the paper; or 3. Intelligent people write the paper," says Mr. Agostini. The most dramatic marketing shift was the *Post's* abandonment of games and sweepstakes promotions. When Toronto Sun acquired the paper in late 1983, spring and fall game promotions were used to build single-copy sales and subscriptions. "Games were not effective for the long-term," says Michael Kleibrink, *Post* director/research and promotion. Those marketing dollars were directed toward the current campaign, he says.

The *Post* put its hispanic marketing campaign on hold. Last spring the paper named Rios, Barcenas & Zadik, Houston, as its second agency. That relationship has ended.

The *Post* also decided to conduct an agency review after GSD&M consolidated its Houston office with its Austin headquarters. A decision on a new agency is expected by Feb. 1.

What may emerge as the *Post's* competitive edge is its positioning as a Texas-owned newspaper. That positioning—through Dallas-based MediaNews Group's ownership—particularly appeals to readers in outlying areas, suggests Mr. Kleibrink. It is ironic because until the Houston Endowment sold the *Chronicle* to New York-based Hearst and until Toronto Sun sold the *Post* to MediaNews, the *Chronicle* was the hometown paper while the *Post* was "foreign-owned."

The day MediaNews assumed ownership, the *Post* emerged with a new front-page look

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Source: Scarborough's 1987 Newspaper Audience Ratings Study

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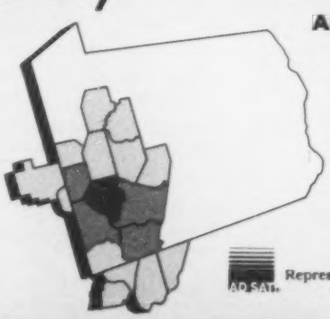

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Papers try to keep up with city's gains

By Shannon Thurmond

San Antonio and its two daily papers have been struggling to outgrow the "manana attitude" in a depressed Texas economy. Now the city and papers are trying to live up to forecasts that term San Antonio one of America's top growth spots.

The city has looked beyond the ravaged oil industry and found tourism as a base for continued growth. The May 1988 opening of Sea World's $140 million aquatic park promises to bring $1 billion alone to the area. Such stimulation has helped the city become the nation's fourth-fastest growing metro area.

The newspapers also are working to change, but some onlookers believe Hearst Corp.'s *San Antonio Light* and News America's *Express-News* have yet to meet the challenge of providing the bustling city with aggressive journalism.

William C. Thomas, *San Antonio Light* publisher, disagrees. "We've made a dramatic number of product changes and introductions, including a new format and new style section to meet the changes in the city."

However, one long-time San Antonio newspaper executive who asked not to be identified says that despite their efforts, both newspapers fail to provide adequate editorial coverage.

The *Light* was the largest paper in the city until 1984, when the *Express-News* combined its morning and evening editions to boost its circulation figures.

Struggling to regain its claim as "South Texas' largest newspaper," the *Light* made changes to compete with the often flamboyant and sensational coverage associated with Rupert Murdoch's newspapers.

San Antonio circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Express-News	172,410	4.0	246,798	3.6
Light	147,325	6.7	224,391	7.7

Although the *Express-News'* VP-Marketing Jim Allen and Publisher Charles Kilpatrick refused to comment on the paper's marketing plans, *E-N's* Managing Editor, Jim Moss, said there had been no major changes in the format or editorial content of the newspaper in 1987.

A greater emphasis had been placed on local news, Mr. Moss says, in the form of a new inside section for stories on local issues and editorials pertaining to those issues. Additionally, the newspaper added a state desk separate from the city desk to address the paper's southern Texas readership.

The *Express-News* did not run an image campaign in 1987, Mr. Moss says, but did use weekly promotions to spotlight Sunday paper features.

One San Antonio newspaper executive who asked not to be indentified for competitive reasons said that both newspapers appear to be making profits, although the *Express-News* had a definite advantage. "If two papers can be competitive in a

(Continued on Page S-18)

(See related story on Page S-15.)

The *Post* also intends to capitalize on its relationship with the *Dallas Times Herald*, another MediaNews property, by offering combination buys to advertisers.

On the editorial front, the *Post* and *Times Herald* have merged their Austin bureaus.

But the *Chronicle's* Mr. Thomas isn't worried about the *Post*. "We don't have someone breathing down our neck," he says. "Houston's a competitive market more in terms of what we can't control—like the economy."

'Post' look

(Continued from Page S-15)

"The design is a striking reflection that this is a Texas-owned company. The look is more suited to the market."

Even before Mr. Singleton bought the paper, the *Post's* management was considering changing the red logo. One insider said that research showed women do not like red logos. So far reaction to the new design is "by far and away favorable," says Mr. O'Sullivan.

Even a *Chronicle* executive says he likes the *Post's* new front page, claiming it now resembles the *Chronicle*.

Mr. O'Sullivan, however, says the real imitator is the *Chronicle*, which he says copied the *Post's* heavy use of front page color.

—Jennifer Lawrence

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Entrenched 'Post' guards its flanks

By Janet Meyers

Whenever *Washington Post* Marketing VP Nick Cannistraro feels tempted to dwell on his newspaper's local dominance and 80% household penetration rate, he instead contemplates what's happened in New York and Los Angeles.

"We believe a newspaper will lose if it doesn't pay attention to the expanding suburbs," says Mr. Cannistraro. In California, he points out, the *Orange County Register* has made significant cuts into the *Los Angeles Times*, while in New York, Long Island's *Newsday* is chewing into the *New York Times* numbers. "We take these two examples as warnings to us."

So far the *Post* is keeping the wolves at bay. For the six months ending Sept. 30, the *Post* was the only Washington area daily to gain circulation, according to Audit Bureau of Circulations figures.

The *Washington Times*, with five years in the market and losses of $70 million in the last two years, now it is taking another stab at the *Post*. Last September the *Times* unveiled a redesign and introduced it with a hefty ad campaign *(see related story)*.

The *Times* believes it can appeal to advertisers by delivering an upscale, more targeted buy than the *Post*.

The chain of *Journal* newspapers, composed of five suburban dailies in the Maryland and Virginia counties ringing the District of Columbia, promises a home-owning, family-oriented readership.

Only in the "war zone" counties between Baltimore and Washington does the *Post* meet its match. It is there that the Baltimore *Sun* papers wage an effective and often winning battle for readers in Howard and Anne Arundel counties. But the *Sun* doesn't intend to spar with the *Post* outside those two counties.

"Inevitably, there will be skirmishing at the frontiers," said Mr. Cannistraro. Like any strategist, he is aware of the enemies' strengths and weaknesses. The redesigned *Times*, says Mr. Cannistraro, "is quite attractive, frankly." But, he adds, "I see no evidence that their circulation is growing in any meaningful way."

The *Post* has added new sections to offer advertisers less expensive buys. In the past year, however, the newspaper has dedicated its efforts to a slick new Sunday magazine, which has proven a greater lure to national than local advertisers. Its other major editorial change in the past year has been to expand news coverage in the far suburbs, including Howard and Prince William counties in Maryland and Loudon County, Va., southwest of Washington.

The *Sun* is more aggressive in Maryland. In 1987 it launched a twice-weekly Anne Arundel *Sun* supplement filled with local news, which expanded to six times a week by the end of the year. In 1988, it will increase the Howard County section to six times a week from just Sundays. Howard represents the greatest

Washington circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Post	761,142	1.8	1,096,725	1.6
Times	91,508	−12.2	–	–

Keeping up

(Continued from Page S-17)

town, then these two papers are. I have to question the treatment of stories by both papers, but I can see improvement in the look of the papers in recent years."

The *Light's* format changed in March 1986 when the newspaper debuted "Sunday Viva," an offset magazine focusing on personalities and features. Throughout 1986, the paper continued to revamp its sections. The culmination of the alterations came in March 1987 when the paper changed its daily feature section and created a daily offspring of "Sunday Viva" that carries pull-out TV listings, comics and local and national columnists.

" 'Viva' magazine has been particularily popular," Mr. Thomas says. "The changes we made represented a complete redesign of the paper."

The changes in the newspaper were the underlying message in an image campaign for the *Light* that began in September. The TV, radio, point of purchase and in-house newspaper ads carried the theme "San Antonio, we're your paper."

"Research indicated that neither paper belonged to the city," says *Light* VP-Marketing Larry Wynn. "We decided to capitalize on that notion and present a paper that offered new features and a new look."

TV spots feature vignettes of how the paper plays a role in people's lives. Although Thompson/Marince, San Antonio, is the paper's agency of record, one of Hearst Corp.'s agencies, Shaw & Landey, New York, created the campaign.

Two new spots will break in February, Mr. Wynn says, and the "We're your paper" theme will continue throughout 1988.

Despite a population that is 46.6% hispanic, the paper does not print a Spanish-language edition. "We have a blending of ethnicities here that is comfortable. I see no reason to produce separate papers," says Mr. Thomas.

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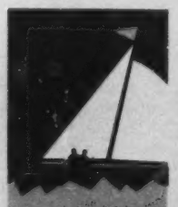

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challenge, says Ann Gallant, *Sun* director of marketing and communications, because many Howard residents work close to home, so they have no leaning toward either city.

Annapolis, Md., which is about midway between Baltimore and Washington, has acquired a more competitive environment since the *Annapolis Capital* last September began a Sunday edition.

The *Journal* last year launched a total market coverage product to reach 525,000 households in the metropolitan area.

The *Journal* saw its display and classified linage totals increase more than 9% in 1986, while the *Times* saw retail advertising revenues rise 30% in 1987. (The *Times* estimates its 1987 circulation and advertising revenues at about $8 million.)

The *Times* wants to be profitable in five years. "The *Post* is a formidable competitor," says Larry Chandler, *Times* director of development. "For the print industry, we are the test tube case," he says. "Can you, in this day and age, create a profitable new paper?"

But the *Post* will still dominate Washington, says Mr. Chandler. "The two newspapers will offer different things as they evolve. Washington will have the pleasure of having two healthy newspapers." A 3

'Times' spots fight skepticism about owner

The *Washington Times*, as portrayed in a series of TV spots this fall, is a bustling, newsy place where editors listen and act on the desires of their readers.

That's exactly the image the *Times* wants—and needs. In September, it used its redesign to unleash a $1 million-to-$2 million campaign reintroducing the *Times* to Washingtonians, many of whom have shied away from the newspaper because of its association with the Rev. Sun Myung Moon's Unification Church. The *Times* is owned by News World Communications and is supported with grants from businesses run by Unification Church members.

But the *Times*' newsroom looks like any other newspaper newsroom, and its editors look real, too.

"There's great skepticism about the media generally these days," says Larry Chandler, *Times* director of development. "We thought it was a valuable thing for them to hear from the actual people who were doing it [the redesign]."

The first two TV spots, from Earle Palmer Brown Cos., Bethesda, Md., feature Arnaud de Borchgrave, the *Times*' often controversial editor, and Josette Shiner, deputy managing editor, standing in the newsroom. "You wanted a paper that you could get through without feeling like it was your second job," says Mr. de Borchgrave. "The choice is yours. Providing, of course, you choose the new *Washington Times*." Ms. Shiner, head of the committee that redesigned the newspaper, says, "Congratulations. You built yourself a newspaper."

TV spots for the Times feature Editor Arnaud de Borchgrave and Josette Shiner, deputy managing editor, in newsroom settings.

The *Times* used reader focus groups to discover what readers wanted in a newspaper. Thus the next four spots in the campaign showed editors of the business, features, federal report and metro sections discussing the changes in their sections, then cutting to consumers telling what they want.

So far, it's proved successful. The *Times*, whose circulation had dipped 12.2% to 91,508 for the six months ending Sept. 30, is up over 95,000, claims Mr. Chandler. That's particularly significant, he adds, because "historically, we've been able to grow the rest of the year, but not in the fall." In September, the *Post* breaks its fall offer: buy Sunday and get the other days free.

The *Post* uses mainly radio and direct mail in a less expensive, more targeted sell to new subscribers. DDB Needham Worldwide, Washington, handles. Nick Cannistraro, the *Post's* VP-marketing, says the *Post* met its circulation goals last fall.

In December, the *Times* offered a "Huggable Hog" stuffed animal wearing Washington Redskins garb as a premium for new subscribers.

For the first quarter of 1988, the *Times* will return with another series of TV spots describing more of the *Times*' special features.

—*Janet Meyers*

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Boston rebounding as two-paper town

By Alan Radding

Three years ago serious doubts existed as to whether Boston would remain a two newspaper city. The *Globe* was solidly entrenched, commanding the overwhelming share of readers and advertising while the *Herald* floundered in red ink, low readership and weak advertiser support.

People were writing the *Herald's* obituary. But that has changed. "Boston is definitely a two newspaper city," says Russell Pergament, publisher of *The Tab*, a chain of Boston suburban free weeklies. "From the readers' point of view, each paper is markedly different."

Advertisers also are starting to consider Boston a viable two newspaper market. "For certain advertisers the *Herald* can be very effective," says Louise Bradford, VP-media director at Rossin Greenberg Seronick & Hill, a Boston ad agency. To reach the affluent market, however, she still favors the *Globe*.

To counter criticism that Rupert Murdoch's *Herald* is saddled with a downscale, urban-core readership and to attract some of the upscale advertising that now goes automatically to the *Globe*, the *Herald* has made significant changes. "We've toned down the look of the front

The Boston Globe

Emergency spending bill voted, signed

page and added new features and columnists to bring in the upscale readers," says James Blinn, associate publisher.

According to a 1987 Scarborough report for the Boston market, the *Herald* has a long way to go. Among households with $75,000 plus income, the *Globe* reaches 55% to the Herald's 21%, although the *Herald* has made strong gains recently, says Mr. Blinn.

To attract an upscale readership, the *Herald* is putting more effort into developing as a classic hard-hitting newspaper. For instance, it broke a major story on municipal corruption in nearby Lowell just a week before an election and has been zealous in covering what it perceives as abuses by top legislative leaders.

By comparison, the *Globe's* highly regarded Spotlight investigative team tackles more sophisticated issues, such as the handling of child abuse cases by the state. It provides detailed analysis of national and international events.

Boston Herald

Contras launch attacks on eve of talks

Flynn dumps on Duke trash plans

A toned-down look of the Herald is putting up stiffer competition for the Globe.

Mr. Pergament follows both papers intently and concludes the *Globe* "does far better covering the national scene than it does the local one." Still, "It is regularly scooped on State House and City Hall news by its scrappy, street-fighting rival," he adds. Unfortunately, the *Herald* still has "a lot of trash," which he ascribes to its "English [Fleet St. tabloid] patrimony.'

In addition to boosting its editorial product, the *Herald* has changed its circulation strategy and is no longer trying to match the *Globe's* coverage throughout New England. Instead, the *Herald* will concentrate on building circulation in the central Boston retail trading area, says Mr. Blinn. "We want to be the paper of record for the city of Boston," he says, "while the *Globe* is moving towards being a New England newspaper."

The *Herald* strategy, riding on unrelenting contest promotions, is paying off. The paper is even making money. According to published reports, profits doubled in the year ending September, to $1.4 million over the previous year.

For the fiscal year ending in June, the *Herald* reports advertising volume increased $10.5 million, for a 27% gain. Mr. Blinn expects the advertising to end the current fiscal year $10 million ahead of last year.

Despite these gains, the *Globe* continues overwhelming dominance of the Boston newspaper market. For the first three quarters of the year, advertising volume rose 5.9% to 3.6 million inches. In 1986, *Globe* advertising reached $328.3 million, a 17.2% increase over the previous year.

A new editorial design, content changes, expansion of the TV magazine, new sections and broadened local news coverage are reportedly in the works for the *Globe* early this year.

The *Globe* also is shopping for a new advertising agency.

Just when the *Herald* was increasing profits, there was talk that it might be sold because of the FCC cross-ownership rules. But Mr. Murdoch, who also owns WFXT-TV, part of his Fox Television Network, said earlier this month in an interview on Cable News Network that if forced to make a choice, he would sell the station and keep the *Herald*.

Alan Radding is an ADVERTISING AGE *correspondent in Boston.*

Boston circulation scorecard

Newspaper	Daily circ.	% change from '86	Sunday circ.	% change from '86
Globe	502,521	−2.7	781,407	−2.9
Herald	355,355	−1.2	265,401	−1.3

Executive editor/features Robert Goldsborough coordinated this report on Newspapers.

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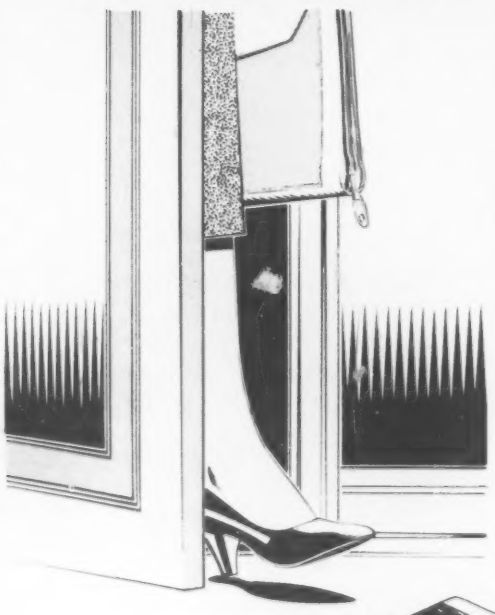

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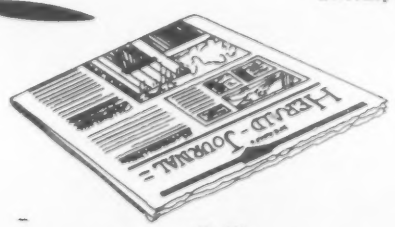
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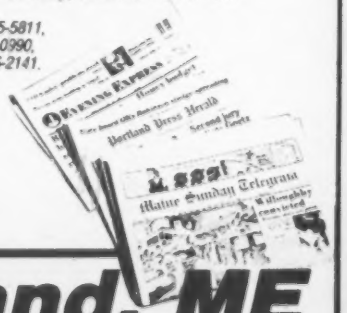
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	Current month 1988	Current month 1987	Year-to-date 1988	Year-to-date 1987
— Art & antiques —				
Art & Antiques (10X)	53.1	46.7	53.1	46.7
Art News (10X)	105.0	110.0	105.0	110.0
Southwest Art	69.3	54.9	69.3	54.9
Total Group	227.3	211.7	227.3	211.7
% change		7.4%		7.4%
— Auto/cycle/rec. vehicles —				
ATV Sports	28.3	50.6	28.6	50.6
Autoweek (52X)	121.0	112.0	121.0	112.0
Car & Driver	78.2	83.5	78.2	83.5
Car Collector & Car Classics	19.4	16.0	19.4	16.0
Car Craft	50.5	49.9	50.5	49.9
Circle Track	47.7	44.1	47.7	44.1
Cycle World	23.2	25.1	23.2	25.1
Dirt Rider	28.0	32.1	28.0	32.1
Dune Buggies & Hot VWs	67.8	77.0	67.8	77.0
Family Motor Coaching	196.5	168.0	196.5	168.0
4 Wheel & Off-Road	63.2	60.0	63.2	60.0
Four Wheeler	71.0	61.0	71.0	61.0
Hot Rod	93.8	43.4	93.8	43.4
Motorcyclist	15.7	14.2	15.7	14.2
Motor Trend	45.8	54.0	45.8	54.0
Motorhome	81.6	76.3	81.6	76.3
Rider	21.1	25.8	21.1	25.8
Road & Track	100.4	73.6	100.4	73.6
Trailblazer	36.2	35.0	36.2	35.0
Trailer Life	84.9	87.3	84.9	87.3
Total Group	1,274.5	1,189.0	1,274.5	1,189.0
% change		7.2%		7.2%
— Boating & yachting —				
Boating	194.3	191.0	194.3	191.0
Chesapeake Bay	40.8	35.8	40.8	35.8
Cruising World	108.1	100.7	108.1	100.7
Lakeland Boating (11X)	77.0	79.5	77.0	79.5
Motor Boating & Sailing	216.1	223.5	216.1	223.5
Sail	97.5	95.4	97.5	95.4
Small Boat Journal(6X)	—	—	—	—
Trailer Boats(11X)	67.3	60.3	67.3	60.3
Western Boatman(6X)	56.0	44.1	56.0	44.1
Yachting	218.9	197.9	218.9	197.9
Total Group	1,076.0	1,028.2	1,076.0	1,028.2
% change		4.7%		4.7%
— Canadian —				
L'Actualite	40.0	37.2	40.0	37.2
Chatelaine:				
English Edition A.	50.6	43.1	50.6	43.1
French Edition	45.4	40.4	45.4	40.4
City & Country Home(10X)	—	—	—	—
Equinox	33.8	27.4	33.8	27.4
Fiare A.	37.0	33.4	37.0	33.4
Macleans (52X) A.	79.2	101.2	79.2	101.2
Moneywise	23.0	27.9	23.0	27.9
Reader's Digest:				
Canadian-English A.	40.7	43.8	40.7	43.8
Canadian-French A.	39.3	35.2	39.3	35.2
Toronto Life	59.8	64.2	59.8	64.2
Vancouver	35.5	37.5	35.5	37.5
Total Group	484.3	491.3	484.3	491.3
% change		-1.4%		-1.4%
— Civic/fraternal —				
American Legion	42.7	40.2	42.7	40.2
Elks (10X)	17.8	25.8	17.8	25.8
Kiwanis	14.0	15.7	14.0	15.7
Lion (10X)	—	—	—	—
Rotarian	13.5	10.5	13.5	10.5
V.F.W. (11X)	32.8	33.3	32.8	33.3
Total Group	120.8	125.5	120.8	125.5
% change		-3.7%		-3.7%
— Comics —				
Archie Comics Group	3.0	4.0	3.0	4.0
DC Comics	8.5	8.0	8.5	8.0
Marvel Comics Group	10.0	9.0	10.0	9.0
Total Group	21.5	21.0	21.5	21.0
% change		2.4%		2.4%
— General —				
American Health (10X)	69.5	64.2	69.5	64.2
The Atlantic A.	59.8	27.8	59.8	27.8
Bon Appetit A.	66.5	57.5	66.5	57.5
Changing Times	52.7	66.0	52.7	66.0
Conde Nast's Traveler	34.6	—	34.6	—
Connoisseur	50.4	37.8	50.4	37.8
Consumers Digest (6X)	17.5	27.5	17.5	27.5
Ebony	70.3	71.8	70.3	71.8
Fifty Plus	33.0	39.5	33.0	39.5
Food & Wine	37.0	34.1	37.0	34.1
Games (6X)	—	—	—	—
Golden Years	37.4	24.9	37.4	24.9
Gourmet	70.4	56.2	70.4	56.2
Harper's A.	27.2	29.0	27.2	29.0
Harrowsmith (6X)	65.0	54.4	65.0	54.4
Let's Live	48.0	45.0	48.0	45.0
Life	49.5	52.5	49.5	52.5
Mature Outlook	32.5	46.3	32.5	46.3
Modern Maturity (6X)	—	—	—	—
Money	104.2	90.8	104.2	90.8
Money Maker	—	6.0	—	6.0
National Geographic	9.3	12.0	9.3	12.0
Natural History	33.4	40.1	33.4	40.1
Prevention	50.1	66.5	50.1	66.5
Psychology Today	30.5	30.0	30.5	30.0
Saturday Evening Post (9X)	39.0	43.9	39.0	43.9
Smithsonian	84.1	59.7	84.1	59.7
Sylvia Porter's Personal Finance (10X)	54.0	67.3	54.0	67.3
Town & Country	97.7	82.1	97.7	82.1
Travel-Holiday	45.7	41.3	45.7	41.3
Travel & Leisure	67.8	63.9	67.8	63.9
Vanity Fair	33.0	24.5	33.0	24.5
Writer's Digest	26.4	26.9	26.4	26.9
Yankee	69.4	70.6	69.4	70.6
Total Group	1,565.7	1,460.1	1,565.7	1,460.1
% change		7.2%		7.2%
— Home —				
Americana (6X)	16.7	14.6	16.7	14.6
Architectural Digest A.	79.9	79.9	79.9	79.9
Better Homes & Gardens	74.8	52.3	74.8	52.3
Colonial Homes (6X)	42.7	44.0	42.7	44.0
Columbus Monthly-Homes (4X)	30.2	22.6	30.2	22.6
Country Home (6X)	41.9	36.2	41.9	36.2
Country Living	56.2	58.4	56.2	58.4
Family Handyman (10X) A.	48.4	38.7	48.4	38.7
Home	44.0	33.2	44.0	33.2
Home Mechanics	41.5	40.8	41.5	40.8
The Homeowner (10X)	43.6	40.5	43.6	40.5
Horticulture	48.8	40.4	48.8	40.4
House Beautiful	38.4	43.0	38.4	43.0
House & Garden	59.3	51.8	59.3	51.8
Houston Home & Garden	40.3	42.3	40.3	42.3
Metropolis	55.9	63.9	55.9	63.9
Metropolitan Home	50.5	33.8	50.5	33.8
1,001 Home Ideas	46.4	36.4	46.4	36.4
Organic Gardening	58.2	55.8	58.2	55.8
Phoenix Home/Garden	71.8	59.8	71.8	59.8
Practical Homeowner	43.9	38.9	43.9	38.9
San Diego Home/Garden	51.8	59.7	51.8	59.7
South Florida Home/Garden	43.0	37.0	43.0	37.0
Southern Accents (6X)	82.3	84.1	82.3	84.1
Southern Living	67.8	73.1	67.8	73.1
Sunset Magazine A.	85.2	61.6	85.2	61.6
Workbench (6X)	48.4	49.4	48.4	49.4
Total Group	1,411.6	1,292.2	1,411.6	1,292.2
% change		9.2%		9.2%
— In-flight & other passenger —				
Aboard Group (7)(6X)	28.0	27.8	28.0	27.8
Alaska Airlines	54.7	52.1	54.7	52.1
America West Airlines	61.5	42.6	61.5	42.6
American Way (24X)	127.4	79.2	127.4	79.2
Brighton Inflight Group:				
Hawaiian Air (6X)	—	—	—	—
East/West Network:				
Continental	52.0	—	52.0	—
Eastern Review	61.2	77.8	61.2	77.8
Northwest	43.2	39.0	43.2	39.0
Pan Am Clipper	43.3	43.2	43.3	43.2
Spirit	59.7	57.3	59.7	57.3
TWA Ambassador	51.0	42.5	51.0	42.5
Vis 'A Vis	40.7	53.2	40.7	53.2
Halsey Publication:				
Delta Sky	80.7	69.7	80.7	69.7
Pace Communications:				
Piedmont Airlines Pace	73.3	73.4	73.3	73.4
US Air	56.5	41.5	56.5	41.5
Spirit of Aloha (6X)	20.9	34.0	20.9	34.0
Total Group	854.1	733.2	854.1	733.2
% change		16.5%		16.5%
— Men's —				
Esquire A.	47.3	44.5	47.3	44.5
Firehouse Magazine	38.0	47.0	38.0	47.0
Gentlemen's Quarterly A.	84.2	54.9	84.2	54.9
M Magazine	43.6	35.3	43.6	35.3
Muscle & Fitness	120.5	110.3	120.5	110.3
Penthouse A.	55.9	44.4	55.9	44.4
Playboy A.	53.0	60.6	53.0	60.6
Salute (8X)	—	—	—	—
Total Group	442.5	396.9	442.5	396.9
% change		11.5%		11.5%
— Metropolitan —				
Aloha (6X)	18.8	27.9	18.8	27.9
Atlanta	49.6	51.9	49.6	51.9
Baltimore	51.5	57.5	51.5	57.5
Boston	126.7	133.7	126.7	133.7
California	63.2	37.2	63.2	37.2
Chicago	105.9	71.0	105.9	71.0
Chicago's North Shore	93.3	78.8	93.3	78.8
Cincinnati	47.7	45.3	47.7	45.3
Cleveland	52.9	52.4	52.9	52.4
Coast (39X)	51.7	60.0	51.7	60.0
Columbus Monthly	68.8	60.3	68.8	60.3
Connecticut	75.1	83.2	75.1	83.2
D/Magazine, Dallas/Ft. Worth	71.9	90.6	71.9	90.6
Denver	28.2	21.5	28.2	21.5
Detroit Monthly	51.5	95.9	51.5	95.9
Grand Rapids	27.6	29.7	27.6	29.7
Gulfshore Life (10X)	86.0	86.0	86.0	86.0
Honolulu	55.4	56.2	55.4	56.2
Louisiana Life (6X)	23.8	29.8	23.8	29.8
Madison	30.5	54.0	30.5	54.0
Memphis	74.0	81.0	74.0	81.0
Mid Atlantic Country	17.2	21.8	17.2	21.8
Milwaukee	47.5	32.0	47.5	32.0
Minneapolis/St. Paul	67.3	64.8	67.3	64.8
Nashville	44.0	44.0	44.0	44.0
New England Monthly	46.5	31.6	46.5	31.6
New Jersey Monthly	70.0	70.2	70.0	70.2
New Mexico	51.5	92.5	51.5	92.5
Ohio	55.0	67.8	55.0	67.8
Oregon (6X)	26.0	23.0	26.0	23.0
Orlando	92.2	85.5	92.2	85.5
Palm Beach Life	85.7	91.6	85.7	91.6
Palm Springs Life	155.0	130.8	155.0	130.8
Philadelphia	122.6	123.6	122.6	123.6
Phoenix	63.1	75.1	63.1	75.1
Pittsburgh	49.3	50.2	49.3	50.2
St. Louis	46.2	34.0	46.2	34.0
San Diego	175.9	110.5	175.9	110.5
San Francisco Focus	54.7	79.8	54.7	79.8
South Florida Magazine	81.8	53.9	81.8	53.9
Texas Monthly	53.1	78.1	53.1	78.1
Twin Cities	65.0	34.6	65.0	34.6
The Virginian (6X)	60.5	52.1	60.5	52.1
Washington (7X)	47.4	40.0	47.4	40.0
The Washingtonian	112.7	117.7	112.7	117.7
Total Group	2,944.2	2,909.0	2,944.2	2,909.0
% change		1.2%		1.2%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	18.3	18.6	18.3	18.6
Secrets	18.3	18.6	18.3	18.6
True Confessions	18.3	18.6	18.3	18.6
True Experience	18.3	18.6	18.3	18.6
True Love	18.3	18.6	18.3	18.6
True Romance	18.3	18.6	18.3	18.6
Sterling Women's Group:				
Daytime TV	24.5	24.2	24.5	24.2
Modern Screen (6X)	—	—	—	—
Movie Mirror (6X)	—	—	—	—
Soap Opera Stars (6X)	—	—	—	—
TV Movie Screen (6X)	—	—	—	—
TV Picture Life (6X)	7.3	—	7.3	—
Total Group	141.5	135.8	141.5	135.8
% change		4.2%		4.2%
— Music/entertainment —				
Audio	109.9	98.4	109.9	98.4
Dance Magazine	54.0	57.8	54.0	57.8
Playbill	35.4	33.6	35.4	33.6
Stereo Review	101.8	98.5	101.8	98.5
Video Magazine	73.0	78.5	73.0	78.5
Total Group	374.1	366.8	374.1	366.8
% change		2.0%		2.0%
— National Sunday magazines —				
Parade (52X)	58.4	48.7	58.4	48.7
Total Group	58.4	48.7	58.4	48.7
% change		20.1%		20.1%
— Outdoor & sport —				
Alaska	32.1	23.8	32.1	23.8
The American Handgunner (6X)	49.0	41.0	49.0	41.0
American Hunter	17.6	20.9	17.6	20.9
American Rifleman	24.8	28.6	24.8	28.6
Backpacker (6X)	34.5	27.0	34.5	27.0
Bass Master (10X) A.	82.9	67.0	82.9	67.0
Bicycling (9X)	85.6	69.6	85.6	69.6
Ducks Unlimited (6X)	22.6	18.3	22.6	18.3
Field & Stream	55.7	75.5	55.7	75.5
Fishing World (6X)	43.0	33.1	43.0	33.1
Florida Sportsman	133.7	149.6	133.7	149.6
Golf Digest	86.6	100.5	86.6	100.5
Golf Magazine	150.2	118.2	150.2	118.2
Gun Dog (6X)	—	—	—	—
Guns	33.0	29.0	33.0	29.0
Guns & Ammo	38.7	34.9	38.7	34.9
In-Fisherman (6X)	—	—	—	—
Outdoor Life	55.6	70.3	55.6	70.3
Outside Magazine	35.0	32.3	35.0	32.3
Petersen's Hunting	36.4	38.2	36.4	38.2
Runner's World (12X)	35.8	22.1	35.8	22.1
Salt Water Sportsman	200.3	183.5	200.3	183.5
Sierra (6X)	—	—	—	—
Shooting Times	23.8	32.7	23.8	32.7
Ski (8X) A.	104.5	83.4	104.5	83.4
Skiing (7X) A.	115.7	94.9	115.7	94.9
Skin Diver	91.1	99.0	91.1	99.0
Southern Outdoors (9X)	44.6	46.1	44.6	46.1
Southern Saltwater(8X)	39.4	—	39.4	—
Sport	36.0	31.9	36.0	31.9
Sports Afield	42.8	131.6	42.8	131.6
Tennis	41.5	44.3	41.5	44.3
Waterski (8X)	49.5	43.0	49.5	43.0
Western Outdoors (10X)	37.6	30.0	37.6	30.0
Wildfowl (6X)	—	—	—	—
Wing & Shot (6X)	—	—	—	—
World Tennis	19.7	13.8	19.7	13.8
Total Group	1,899.4	1,834.0	1,899.4	1834.0
% change		3.6%		3.6%

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

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JANUARY

	Current month 1988	Current month 1987	Year-to-date 1988	Year-to-date 1987
— Photography —				
American Photographer	37.9	25.0	37.9	25.0
Petersen's Photographic	23.7	22.0	23.7	22.0
Popular Photography	81.1	68.0	81.1	68.0
Total Group	142.8	115.0	142.8	115.0
% change		24.2%		24.2%
— Religious —				
Charisma	45.8	49.2	45.8	49.2
Christian Herald (11X)	19.2	25.5	19.2	25.5
Christianity Today (18X)	33.0	32.5	33.0	32.5
Inside Magazine (4X)	—	—	—	—
Ministries Today (6X)	57.3	39.2	57.3	39.2
Our Sunday Visitor (52X)	19.6	13.3	19.6	13.3
Today's Christian Woman (6X)	34.2	31.4	34.2	31.4
Total Group	209.1	191.0	209.1	191.0
% change	9.5%		9.5%	
— Science/electronic /mechanic —				
Discover	38.9	47.9	38.9	47.9
Family & Home Office Computing	41.8	55.1	41.8	55.1
Omni	53.9	47.5	53.9	47.5
Personal Computing	218.5	127.0	218.5	127.0
Popular Mechanics	59.0	73.7	59.0	73.7
Popular Science	59.8	59.1	59.8	59.1
Scientific American	18.3	30.3	18.3	30.3
Total Group	490.2	440.6	490.2	440.6
% change	11.2%		11.2%	
— Woman/fashion/service —				
Bride's Magazine (6X) A.	—	—	—	—
Cosmopolitan A.	142.0	152.9	142.0	152.9
Essence	58.0	55.4	58.0	55.4
Family Circle (17X) A.	55.5	74.2	55.5	74.2
Glamour	91.8	119.4	91.8	119.4
Good Housekeeping A.	66.5	83.9	66.5	83.9
Harper's Bazaar	61.9	69.4	61.9	69.4
Health	27.5	34.0	27.5	34.0
Ladies' Home Journal	74.5	65.2	74.5	65.2
Mademoiselle	62.0	77.5	62.0	77.5
McCall's	55.1	54.9	55.1	54.9
Military Lifestyle	33.6	44.2	33.6	44.2
Modern Bride (6X)	—	—	—	—
Ms.	36.6	—	36.6	—
New Woman	57.1	56.9	57.1	56.9
Parents Magazine A.	80.6	63.8	80.6	63.8
Redbook	72.9	73.0	72.9	73.0
Savvy	39.7	32.5	39.7	32.5
Self	51.7	57.5	51.7	57.5
Seventeen	43.7	75.3	43.7	75.3
Shape	55.9	65.4	55.9	65.4
Soap Opera Digest (26X)	34.0	8.6	34.0	8.6
Teen Magazine	32.1	32.6	32.1	32.6
True Story A.	39.4	34.4	39.4	34.4
Vogue	103.6	118.5	103.6	118.5
W Magazine	83.1	71.4	83.1	71.4
Woman (10X)	—	—	—	—
Weight Watchers	29.5	34.3	29.5	34.3
Woman's Day (16X) A.	86.1	93.2	86.1	93.2
Women's Sports & Fitness	25.0	—	25.0	—
Workbasket	25.5	27.7	25.5	27.7
Working Mother	54.3	53.4	54.3	53.4
Working Woman	67.1	82.3	67.1	82.3
Total Group	1,746.3	1,811.7	1,746.3	1,811.7
% change		-3.6%		-3.6%
— Youth —				
Boys' Life	14.3	12.6	14.3	12.6
Campus Life (10X)	50.8	45.2	50.8	45.2
Total Group	65.2	57.8	65.2	57.8
% change		12.7%		12.7%

DECEMBER

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Business/national —				
Barron's	154.3	199.3	2,527.9	2,318.9
Black Enterprise	71.1	69.1	834.4	861.1
Business Week (52X) A.	454.3	364.8	4,708.3	3,893.2
Business Month	33.4	—	384.5	—
Financial World (26X)	77.4	54.7	756.1	659.4
Forbes (26X)	245.8	369.2	3,626.2	3,418.1
Fortune (26X)	256.3	276.2	3,017.0	2,907.9
Frequent Flyer	42.0	50.7	689.3	723.3
Futures	47.8	41.8	783.3	588.9
Income Opportunities	89.9	63.7	862.9	673.8
Industry Week (25X) A.	46.7	56.8	1,035.1	1,147.9
Nation's Business (12X) A.	20.2	19.6	314.8	284.8
Personal Investor (6X)	—	—	—	—
Venture	94.0	67.4	839.8	849.3
Total Group	1,632.2	1,633.3	20,379.6	18,326.5
% change		-0.1%		11.2%
— Business/regional —				
Advantage-Nashville's Bus. Mo.	62.6	55.0	690.1	737.4
Arizona Bus. Gazette (52X)	101.9	98.8	933.9	820.5
Baltimore Bus. Journal	84.6	79.0	1,088.5	824.3
Boston Bus. Journal (52X)	131.5	143.5	1,693.1	1,612.9
Business First of Buffalo	65.5	72.4	787.6	2,052.0
Business First of Columbus	84.4	73.9	1,286.5	819.5
Business Journal-Milwaukee	272.0	348.0	1,995.0	1,685.0
Business Journal-Sacramento	113.4	125.9	876.2	654.2
Business North Carolina	37.5	51.5	522.4	521.0
Capital Dist. Bus. Review (52X)	73.1	72.0	976.0	970.0
Cincinnati Business Courier	95.5	72.0	1,336.6	970.0
Corporate Report Kansas City	15.9	14.6	235.2	275.3
Corporate Report Minnesota	69.0	65.0	912.0	952.0
Crain's Chicago Bus. (52X)	135.0	166.0	1,853.0	1,984.0
Crain's Cleveland Bus. (52X)	59.7	71.7	777.6	781.5
Crain's Detroit Bus. (52X)	72.2	84.1	960.3	823.7
Crain's New York Bus. (52X)	38.4	28.1	479.3	422.5
Florida Trend (13X)	64.2	66.5	904.1	989.2
Georgia Trend	40.9	43.6	780.5	659.8
Grand Rapids Bus. Journal	31.3	39.1	547.8	432.6
Hawaii Business	39.3	35.7	556.2	555.6
Houston Bus. Journal (52X)	58.0	59.0	853.0	973.0
Indianapolis Bus. Journal (52X)	137.1	154.7	1,785.4	1,809.6
Los Angeles Bus. Journal(55X)	121.2	54.1	1,001.6	467.0
Manhattan Inc.	61.4	106.8	897.0	811.8
New England Bus. (20X) A.	52.3	77.0	784.5	1,022.0
Pacific Bus. News (52X)	107.2	133.1	1,392.9	1,427.7
Philadelphia Bus. Journal (52X)				
Pittsburgh Bus. Times (52X)	149.7	168.7	1,511.0	1,374.0
Providence Business News	74.3	63.0	856.3	341.2
Regardie's/Washington	143.0	137.0	1,768.0	1,530.0
San Diego Bus. Journal (52X)	20.4	39.6	381.1	441.4
San Jose Bus. Journal	81.4	71.5	1,204.9	1,288.1
South Florida Bus. Journal	106.3	146.6	1,229.8	1,363.2
St. Louis Bus. Journal (52X)	152.9	173.9	1,612.3	1,727.3
Texas Business	27.2	45.8	419.1	678.7
Warfields Monthly Baltimore	49.3	52.1	790.1	527.8
Total Group	3,029.5	3,289.3	36,578.6	35,325.6
% change		-7.9%		3.5%
— National Sunday magazines —				
Parade (52X)	49.6	42.1	608.4	637.2
USA Weekend (52X)	40.9	36.7	486.4	592.7
Vista Magazine	23.5	16.6	210.3	107.2
Total Group	114.0	95.4	1,305.1	1,337.1
% change		19.5%		-2.4%
— Newspaper Sunday magazines —				
Boston Globe	177.2	175.7	2,207.3	2,243.5
Chicago Tribune	139.0	97.6	1,390.8	1,152.0
Cleveland Plain Dealer	73.5	75.0	811.8	719.0
Columbus Dispatch	31.0	35.7	435.5	497.4
Detroit News	59.0	62.0	874.0	950.0
L.A. Times	91.9	81.6	769.1	839.0
Louisville Courier-Journal	41.0	87.0	645.0	758.0
Miami Herald	40.2	44.5	453.3	578.4
New York Times Magazine	269.9	347.7	4,112.3	4,126.6
Philadelphia Inquirer	67.1	70.5	918.5	841.5
Seattle Times	83.0	82.0	825.0	756.0
Toledo Blade Magazine	37.9	39.1	470.4	539.7
Washington Post	106.0	109.6	1,473.8	1,540.7
Total Group	1,216.8	1,308.0	15,386.8	15,541.7
% change		-7.0%		-1.0%
— Weeklies/bi-weeklies —				
The Advocate (26X)	149.7	128.0	1,666.3	1,539.3
Army Times Military Group:				
Air Force Times (52X)	137.0	172.6	1,984.9	2,156.8
Army Times (52X)	137.1	171.8	1,942.1	2,040.4
Navy Times (52X)	155.5	184.7	2,162.7	2,259.5
The Blood-Horse (52X)	1,409.9	1,474.6	5,101.9	5,613.3
Capper's (26X)	10.4	12.2	298.9	317.9
Commonweal (22X)	4.1	6.0	93.7	82.8
Golf World (43X)	70.5	51.3	1,102.5	917.2
Grit (52X) A.	9.4	11.2	309.9	293.7
National Journal (50X)	38.3	39.0	766.8	677.5
National Review (25X)	47.6	37.2	433.4	373.7
New Republic (48X)	46.3	42.7	504.2	445.7
New York Magazine (50X)	307.3	287.8	3,134.7	3,126.7
New Yorker	350.6	281.5	2,703.2	2,677.7
Newsweek (52X) A.	184.0	272.8	2,564.2	2,531.5
People (52X)	327.3	443.0	3,581.4	3,761.7
Rolling Stone (25X)	170.6	186.2	1,749.4	1,452.8
Sporting News (52X)	35.1	34.5	634.8	612.6
Sports Illustrated (52X) A.	210.7	258.4	2,651.4	2,709.9
Time (52X) A.	166.0	259.8	2,359.8	2,575.0
Travelhost (52X) C.	3,105.0	3,070.0	38,395.0	38,356.0
TV Guide (52X) A.	226.6	242.5	3,626.4	3,566.1
Us Magazine (26X)	71.7	73.9	617.6	583.3
U.S. News & World Report (52X) A.	183.6	143.5	1,708.7	1,665.7
Total Group	7,554.2	7,885.4	80,093.8	80,336.8
% change		-4.2%		-0.3%
— Foreign —				
Business Week Int'l (52X)	134.0	162.1	1,646.0	1,616.6
Geomundo:				
Argentina	5.0	1.0	47.0	21.0
Central America	10.0	9.0	80.0	56.0
Chile	8.0	8.0	60.0	60.0
Colombia	18.5	20.5	160.5	120.8
Ecuador	9.0	8.0	71.5	51.0
Mexico	16.0	15.7	110.2	126.3
Peru	7.0	5.0	61.0	39.0
Puerto Rico	7.5	5.0	71.0	37.5
U.S.	6.0	4.7	62.0	59.7
Venezuela	28.0	26.0	232.0	173.0
Hombre De Mundo:				
Central America	11.0	7.0	80.0	61.3
Chile	8.0	6.0	71.0	60.3
Colombia	36.5	25.2	206.8	187.8
Ecuador	11.3	5.0	72.3	51.3
Mexico	21.0	33.2	145.0	224.5
Peru	5.0	3.0	47.0	34.3
Puerto Rico	13.5	10.0	88.0	54.3
U.S.	8.0	11.7	144.8	122.0
Venezuela	39.5	39.0	252.0	265.3
Ideas Para Su Hogar				
Argentina	6.0	—	33.0	25.2
Central America	—	—	—	—
Chile	—	—	—	1.0
Colombia	23.0	25.2	175.0	169.3
Ecuador	1.0	3.0	25.5	30.0
Mexico	20.8	22.0	140.3	131.0
Peru	4.0	9.5	67.5	45.5
Puerto Rico	—	—	—	0.2
U.S.	2.0	4.0	50.8	51.0
Venezuela	27.0	9.0	169.5	109.5
Mecanica Popular				
Argentina	9.3	6.5	98.8	63.5
Central America	12.3	15.8	112.7	117.7
Chile	9.7	9.5	62.0	61.2
Colombia	33.5	22.5	237.5	194.5
Mexico	32.7	27.5	232.7	174.2
Peru	16.7	18.0	161.8	145.8
Puerto Rico	8.0	11.2	90.8	89.2
U.S.	4.0	4.8	49.5	69.8
Venezuela	26.8	19.7	190.5	156.2
Vanidades Continental:				
Argentina	29.0	2.0	204.8	111.5
Central America	35.8	36.3	264.3	256.0
Chile	11.3	9.2	77.8	59.5
Colombia	137.7	122.7	1,019.0	1,077.2
Ecuador	30.7	32.5	226.8	247.5
Mexico	134.2	117.0	1,034.8	1,047.2
Peru	56.0	68.0	307.5	263.5
Puerto Rico	73.0	56.2	475.8	400.7
U.S.	84.0	58.0	619.5	545.0
Venezuela	127.5	102.8	638.0	576.0
Hearst International Publications:				
Buenhogar:				
Central America	3.0	4.0	18.0	20.0
Chile	2.0	4.0	14.0	21.0
Colombia	61.7	58.7	430.7	436.8
Ecuador	25.0	17.0	130.0	145.0
Mexico	54.8	54.0	434.0	445.3
Peru	34.0	37.5	191.0	158.0
Puerto Rico	17.3	6.5	87.2	105.5
U.S.	29.3	30.3	224.0	244.2
Venezuela	58.2	55.8	372.0	308.2
Cosmopolitan en Espanol:				
Central America	14.3	12.3	90.5	72.3
Colombia	45.2	36.3	286.0	240.5
Ecuador	3.0	2.0	26.0	5.0
Mexico	89.5	73.5	593.3	561.0
Peru	2.0	1.0	9.0	3.0
Puerto Rico	47.0	35.2	215.3	155.8
U.S.(Spanish language)	40.7	35.0	297.2	301.7
Venezuela	51.0	48.3	278.8	229.7
Cosmopolitan Foreign Editions:				
Australia	92.8	101.4	817.2	876.5
Brazil	50.3	140.0	743.1	913.9
China	87.3	83.3	606.8	583.6
France	109.5	107.7	1,230.1	1,156.0
Germany	147.3	155.8	1,536.8	1,407.7
Great Britain	158.0	133.0	1,404.0	1,415.5
Greece	85.0	61.0	538.0	523.0
Holland	116.0	106.0	890.0	926.0
Italy	63.7	77.5	891.5	824.7
Japan	71.2	58.6	614.2	598.5
South Africa	97.0	126.0	947.0	1,031.0
Good Housekeeping Foreign Editions:				
Australia	50.9	76.4	454.4	502.5
Great Britain	162.9	160.0	1,675.4	1,611.5
International Management:				
English	42.0	39.0	432.5	520.7
Middle East	11.0	8.2	81.6	134.5
Johnston International:				
Alam Attijarat	33.0	41.8	293.9	433.0
Far East Business	—	—	—	—
Modern Africa (6X)	18.2	13.0	82.1	115.7
Latin America Finance (6X)	—	—	113.2	111.1
Newsweek International A.:				
Atlantic (52X)	79.0	77.6	991.2	997.1
Latin America (52X)	29.0	23.4	323.2	352.4
Asia (52X)	54.9	54.7	649.6	691.7
Progreso (9X)	10.7	7.4	67.8	90.5
Reader's Digest:				
Arabic	13.0	8.5	100.5	86.5
Asian	128.0	183.5	1,822.0	2,408.0
Australian	37.5	67.0	563.3	677.1
Belgian-Flemish	61.0	74.0	644.0	884.1
Belgian-French	40.5	42.5	432.0	520.1
British	47.6	42.9	632.4	579.1
Chinese B.	173.0	143.5	1,162.4	1,250.8
Danish	21.0	19.5	345.3	370.6
Dutch	54.8	48.0	491.6	470.4
Finnish	79.8	46.7	559.3	554.3
French	20.1	10.5	305.4	187.7
German	92.8	62.6	952.9	774.6
Iberian	—	—	3.0	20.5
Indian-English	87.0	78.5	874.5	862.5
Indian-Hindi	8.5	15.0	126.0	127.5
Italian	42.0	55.0	555.8	430.5
Korean	28.5	27.5	411.6	308.3
Latin American:				
Argentina	14.0	21.5	151.0	173.0
Brazil	—	—	—	18.0
Central American	5.0	5.0	48.0	80.0
Chile	19.0	15.0	160.0	149.0
Colombia	35.0	42.0	343.0	293.0
Ecuador	3.0	4.0	35.0	71.0
Mexico	89.5	68.7	773.5	712.9
Peru	3.0	5.0	40.0	83.0
Puerto Rico	4.0	5.0	40.0	54.5
U.P.B.	4.0	6.0	38.5	77.0
U.S. Spanish	11.5	8.5	120.5	174.5
Venezuela	3.0	5.0	41.0	72.0
New Zealand	63.3	85.0	516.8	515.5
Norwegian	51.3	57.0	582.0	669.8
Portugal	11.0	10.0	182.6	96.0
South African	60.0	54.5	877.5	932.5
Swedish	9.5	12.5	95.0	156.0
Swiss-French	26.0	20.0	301.5	280.3
Swiss-German	37.0	22.0	423.0	346.0
Time International:				
Time-Asia	80.0	65.2	723.5	825.8
Time-Atlantic	103.7	104.0	1,140.8	1,171.0
Time-Canada	155.1	191.8	1,906.6	2,154.9
Time-Latin America	36.7	37.8	403.8	511.8
Visao (52X)	—	240.9	—	1,838.9
Vision/Latin America (24X) A.	30.2	35.2	331.5	348.6
Total Group	5,296.2	5,427.8	48,811.6	51,228.2
% change		-2.4%		-4.7%

NEWSPAPER

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Aspirin cashes in

An Advertising Age roundup

Major aspirin marketers moved quickly last week to leverage the National Institutes of Health's report of a study showing aspirin use may lower the incidence of heart attacks in healthy men.

Industry analysts expect the findings will expand the $2.2 billion analgesic market. Marketers of non-aspirin pain remedies, such as Tylenol-maker Johnson & Johnson, may lose some share but not sales.

Aspirin marketers responded quickly to opportunity's knock.

Bayer aspirin marketer Sterling Drug, which began the week evaluating its proposed merger with Eastman Kodak Co., ended it with a Jan. 29 page ad in *The New York Times* touting the "Good news for heart health in America."

Bob Kinelski, VP-marketing for Sterling's Glenbrook Laboratories unit, which markets its over-the-counter drugs, said during the week the company "swapped spots from our corporate buys" to give maximum exposure to Bayer commercials.

Those spots, themed "The wonder drug that works wonders," highlight results of an earlier NIH study that showed aspirin can reduce second heart attacks.

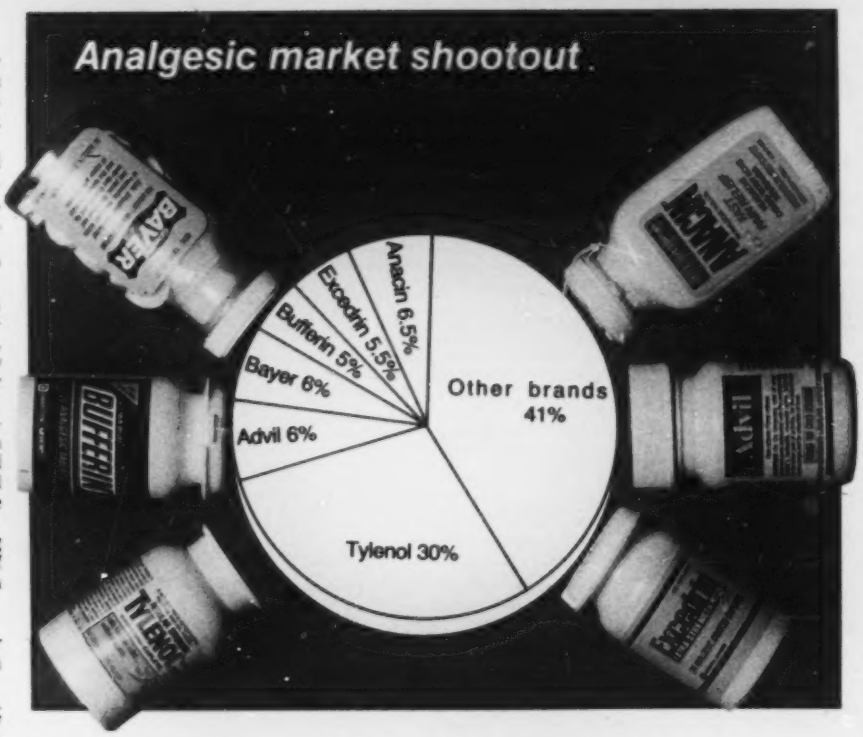
Lintas:Worldwide, New York, handles.

New York-based Sterling may consider increasing the frequency of Bayer spots in its rotation during the coming months.

Bufferin marketer Bristol-Myers Co. managed to buy additional network TV time for its aspirin push, via Boclaro, its in-house media unit.

Commercials for SmithKline-Beckman Corp.'s Ecotrin also were prominent on network TV. But a spokesman for the Philadelphia-based company said the NIH report only gave added value to TV buys made long before announcement of the study results.

New aspirin packaging and products will be available as early as this week.



B-M two weeks ago began introducing to retailers nationally an improved Bufferin tablet called Tri-Buffered Bufferin.

The new product, replacing the Bufferin tablet currently on shelves, is expected to get a $15 million advertising campaign beginning March 1.

B-M also is rolling out Bufferin in caplet form, which will be differentiated by bright yellow packaging.

It could not be determined whether the caplets will be part of the Tri-Buffered line.

Also undetermined is whether new advertising will feature Arthur Ashe and Geoff Kimball, heart attack victims who appear in current Bufferin commercials. Those ads, like Bayer's, refer to aspirin's ability to reduce the risk that a heart attack will recur.

Laurence, Charles, Free & Lawson, New York, handles Bufferin.

Both B-M and Sterling plan to expand marketing of "calendar packs," numbered 28-day supplies of aspirin tablets.

That dosage is based on the every-day recommendation to prevent second heart attacks, as approved by the Food & Drug Administration in 1985.

Sterling's Mr. Kinelski said mass-market distribution of the "Bayer Calendar Pak" will start this week. Earlier this year the company began distributing to physicians 3 million samples of the new packaging, designed as starter kits for the 28-day size that will be available at retail.

Mr. Kinelski said that if and when the approval for an every-other-day claim comes, it is possible that the company will market every-other-day calendar packs.

No consumer advertising is planned for the packs, which cannot be shown on TV because of FDA regulations.

There was calm last week at New Brunswick, N.J.-based Johnson & Johnson, whose Tylenol brand of aspirin-substitute acetaminophen accounts for about 32% of the

(Continued on Page 76)

States turn screws

NBC curbing air-fare ads

By JENNIFER LAWRENCE

Nine state attorneys general are trying to use the Big 3 TV networks to enforce recently enacted national guidelines on air-fare advertising.

NBC-TV confirmed Jan. 29 that it will require all air-fare commercials to comply with the National Association of Attorneys General ad guidelines that took effect Jan. 15 (AA, Jan. 11). The effective date of NBC's order is Feb. 1.

At least four airlines will have to revise fare commercials to continue their price campaigns on the network.

All three networks received a letter late last week from the state attorneys general alerting them to disclosure requirements in air-fare broadcast spots.

Also, the networks were told in telephone conversations that some states could sue the broadcaster for knowingly airing a misleading commercial.

NBC immediately began discussions with the four airlines whose spots were not in compliance, said Richard Gitter, NBC VP-broadcast practices, East Coast. Two of the carriers were Fort Worth, Texas-based American Airlines and Houston-based Continental Airlines. He would not reveal the remaining two.

"Round 1 is over, and NAAG won," said James O'Donnell, Continental's VP-marketing services. "But it's not

(Continued on Page 74)

Last Minute News

P&G tests bleach-added Tide

CINCINNATI—Procter & Gamble Co. is testing Tide With Bleach powder detergent in Denver. A $2 million print, sampling and TV campaign, via Saatchi & Saatchi DFS Compton, New York, breaks in mid-February. Also, P&G is launching nationally Downy fabric softener sheets and SunRinse Fresh Downy liquid. Grey Advertising handles. P&G today breaks the first TV spot for Lemon Fresh Dash detergent. D'Arcy Masius Benton & Bowles handles.

Compaq heads back to TV

HOUSTON—Compaq Computer Corp., the No. 2 business personal-computer marketer, returns to TV advertising after a two-year absence with a $3 million campaign be-

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INSIDE:

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- **IBM** eyes competition. P. 76
- **Coca-Cola's** realignment. P. 77

Visa, Kodak big winners in Olympics

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By PATRICK McGEEHAN

Visa International and Eastman Kodak Co. are the early favorites for gold medals in Olympics advertising awareness, according to an ADVERTISING AGE poll that shows Olympics sponsorships appear to be paying off.

More than half of those people polled recalled advertising that mentioned a company's status as an Olympics sponsor or supplier, and more than one-third of the respondents said they would be inclined to buy a product because of such a link.

The results surpass previous surveys used to convince potential Olympics sponsors to buy sponsorships. They are part of a monthly nationwide adWatch survey of adult consumers done for AD AGE by SRI Research Center, Lincoln, Neb.

"I think they're good numbers, especially since they came two months prior to the [Winter] Olympics," said Robert Prazmark, VP at ISL Marketing USA, New York. ISL's

(Continued on Page 74)

JWT zeros in on client service

By GARY LEVIN and KATE FITZGERALD

J. Walter Thompson Co. is trying aggressively to shore up its client-service area in an attempt to stem the tide of defections.

The latest loss, last week's departure of the $5 million Kemper Group property and casualty insurance account from JWT's Chicago office, epitomizes the agency's vicious circle, particularly in that office: As clients leave, key personnel follow, leading to more lost business.

JWT USA President Stephen Bowen Jr., acknowledging the problems in an interview in New York, said: "A storm came through here and blew a few shutters off the house. All of a sudden, with the speed of lightning, we were on our ass."

Those developments, he said, "certainly took away a little bit of the *esprit* that existed here."

In the Kemper loss, quality of the creative product was not a factor, because new agency Bayer Bess Vanderwarker & Flynn, Chicago, will continue the "Kemper cavalry" theme JWT developed 15 years ago.

Kemper officials, like others who have moved business from JWT, cited inadequate servicing of the account.

Mr. Bowen conceded that promoting the past two Chicago general managers to New York may have destabilized that office. The Chicago office has lost nearly $100 million in business in the past seven months.

"As each guy focused his personal aspirations on New York, they lost attention on building a relationship with clients," he said. "We're trying to not have Chicago, particularly at the top management level, always be a revolving door for New York."

S. Bowen

He added, however, that this does not mean qualified people will not be promoted.

"During the past two years, there have been significant ... changes" at JWT, said Steve Fine, advertising manager for Long Grove, Ill.-based Kemper's insurance unit. Mr. Fine joined the company 17 years ago, at the same time JWT was hired.

The departure of several key executives is one of the main reasons for the move, Mr. Fine said.

Because of the agency's overall problems, Mr. Bowen said he understands the reluctance of many potential clients to let the agency compete for their business.

"If something is terribly wrong with me physically, I'm not interested in going to a doctor with the same problem," he said.

JWT has taken three major steps to help it recover from the disastrous turn of events.

First, the agency has formed a "business review board," enabling top management to work more closely on the business of its 20 largest clients.

Secondly, it has launched a "consumer behavior group" by restructuring its research and strategic planning functions under New York-based Senior VP Peter Kim (AA, Jan. 18).

Finally, it is close to buying a New York sales-promotion agency to round out its menu of specialized services (AA, Jan. 11), which officials hope to market more aggressively to clients in coming months.

Einson-Freeman, Paramus, N.J., often is mentioned as a JWT acquisition target. The two agencies have worked closely in the past, notably on Burger King Corp. business. Miami-based Burger King's $200 million account was JWT's largest and most publicized loss of 1987.

Einson principals could not be reached for comment on any possi-

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72 Understanding auto motives
It took several years to dispose of modern-day automotive Prohibition, the national 55 mph speed limit. Now let's push it to 150 mph.

73 Mars keeps 'wholesome' theme
Despite its recent agency changes, Mars Inc. will continue positioning its confections as wholesome snack food.

77 Agencies favor Coke shakeup
From now on, as far as Coca-Cola USA's advertising is concerned, Mike Beindorff "is it."

INTERNATIONAL

50 Dentsu: Japan's party animal
As the rest of the world returned to work in early January, leaving the party season behind, seasonal celebrations by Dentsu and other Japanese agencies were in their prime.

AD REVIEW: Fed Ex and Fallon McElligott. Page 78.

SPECIAL REPORT: Youth Marketing looks at college students. Starts after P. 36.

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Not so Simplesse
FDA sours NutraSweet

By JULIE LIESSE ERICKSON

As the Food & Drug Administration swooped down on NutraSweet Co.'s no-fat, no-cholesterol fat substitute last week, the company's marketing program hit a major roadblock.

Although the company will continue developing its new product, called Simplesse, it now will seek approval from the FDA, a procedure that can take years.

The FDA trained it sights on NutraSweet last week after the company, without notifying the FDA, introduced Simplesse with much fanfare in a news conference Jan. 27 (AA, Jan. 18).

NutraSweet's approach so "outraged" the FDA that it reacted immediately, saying on Jan. 28 that NutraSweet must get approval in one of two ways or risk having a sample "seized" from stores and tested for safety once it hits the market.

NutraSweet then agreed to file a petition with the FDA for generally-recognized-as-safe approval.

In another development, NutraSweet officials may be called before a congressional hearing to explain why Simplesse was not submitted to the FDA for approval.

An aide to Rep. Ted Weiss (D., N.Y.) said the congressman was interested in the issue but had not yet decided

(Continued on Page 76)

BBDO reorganizes Western operation

By CLEVELAND HORTON

BBDO Worldwide is reorganizing its California operation to bolster its flagging creative image in the West.

The agency last week merged its Los Angeles-based creative annex, dubbed BBDO/Slightly Further West, with the local office. Steve Hayden, 40, who headed the annex as exec VP-senior creative director, takes on the additional title of chief creative officer.

BBDO also named Gene Cameron president-ceo of the Los Angeles and San Francisco branches, replacing Donald C. Mitchum, who in January moved to Atlanta to head up BDA/BBDO (AA, Dec. 21).

With the move, Mr. Cameron, 42, ends a 10-year tenure with Chiat/Day, Los Angeles, most recently as exec VP-director of strategic planning.

BBDO created the annex two years ago when Mr. Hayden joined the agency to work on the Apple Computer account but chose not to move to New York.

Cupertino, Calif.-based Apple welcomed the addition of Mr. Hayden, who had worked on the account at C/D, but expressed concern that its account would shift to the California agency. As such, the annex technically was a part of the headquarters office.

BBDO sought and received Apple's consent both on the merging of the agencies and the hiring of Mr. Cameron.

Mr. Cameron's departure is considered a blow to C/D. Agency insiders said he was instrumental in winning the $150 million Nissan Motor Corp. USA account, C/D's largest, and establishing the "Built for the human race" strategy.

The appointment of Mr. Cameron ends an exhaustive search conducted by Eckert Enghauser & Partners, a Newport Beach-based executive search company.

BBDO's choice of Mr. Cameron surprised many in the West Coast ad community who believed C/D had shackled him with "golden handcuffs."

"Even I was surprised we could get him," said Mr. Hayden, who worked with Mr. Cameron during his own stints with C/D.

Mr. Cameron said he could not turn down "the opportunity to work in partnership with Steve."

"We're sorry to see him go," said Bob Wolf, C/D president. "But I find it interesting that a major agency here is now being run by two ex-Chiat/Day people."

The BBDO/West agencies, made up of the Los Angeles and San Francisco offices, have failed to build their billings over the past several years except by acquiring other shops.

Many observers attribute that failure to lack of creative clout. By merging the annex with the agency, and dropping the "/West" designation, BBDO should be able to better exploit Mr. Hayden's extensive creative credits for new-business pitches.#

'HG' puts on new face—again

Conde Nast expands coverage

By PATRICK REILLY

NEW YORK—For the second time in five years, Conde Nast Publications has redesigned and redirected *House & Garden*, this time shortening its name to *HG*.

The monthly also will expand its coverage beyond beautiful homes to include beautiful lifestyles of beautiful people.

Although the dramatic revamping of the upscale home magazine has been well-received by many advertisers and agency media directors, some are wary of the changes at the 86-year-old Conde Nast publication. The new look makes its debut in the March issue, which will be available on newsstands Feb. 8.

Paul Zuckerman, senior VP-media planning and operations at DDB Needham Worldwide, said the new *HG* has a "great look." But he said his client Chanel Inc., which has advertised in the old *House & Garden*, asked, "Why did they change it again? . . . It's moving more toward *Vogue*."

Still, Chanel is expected to keep *HG* in its media buy, he said.

Another media director, who asked not to be identified, said, "Every two years, *House & Garden* does something new. It doesn't give people a chance to catch up."

In fact, it was 1983 when Conde Nast spent $8 million to follow the lead of Knapp Communications Corp.'s *Architectural Digest* and give *House & Garden* a clean, decidedly upscale look. The latest revamp of *HG* uses a larger, 9-inch-wide format and bold lettering *a la Vogue* on the cover. *HG's* rate for a color page will remain at $24,910.

"We want to keep our focus on the home but build on it," said *HG* Publisher J. Kevin Madden.

But *Architectural Digest* and *HG* no longer have the field to themselves. In the past year, Hearst Corp.'s *House Beautiful* has redesigned its cover to resemble what is now the old *House & Garden*. And the entire field has been shaken up by the rise of Meredith Corp.'s *Metropolitan Home*, which targeted an even younger, affluent audience and has grown quickly.

With its ad pages flat and the upscale home magazine field more crowded than ever, *HG's* revamp was a clear indication that Conde Nast saw the magazine as a weak link in its ad sales package.

"No publisher will spend that kind of money to redesign unless there's an uneasiness with the bottom line," said Bill Barborka, director of advertising at Baker, Knapp & Tubbs, a Chicago-based luxury furniture company. "It's clearly a move to end any similarity *HG* has with *Architectural Digest*. It could be a positive change."

Mr. Madden said the new *HG* will "strengthen the concept" of the Conde Nast Ltd. package, which also includes *Conde Nast's Traveler* and *Gourmet*. Last year, *HG* got 24% of its 1,157 ad pages through the package. *HG* has a rate base of 500,000, but its 1987 circulation was above that, averaging about 573,000.

Conde Nast appointed former *British Vogue* Editor Anna Wintour as editor in chief last summer, hoping she would create a formula that might jump-start *House & Garden's* flat advertising performance in 1987. Although *House & Garden's* ad revenue rose by about 5% to $23.4 million last year, its ad pages grew only 0.1%. In 1987, *Architectural Digest's* pages grew by 2% to 1,589 pages, while ad revenue climbed 11.5% to $33.8 million. But no one came close to *Metropolitan Home* with an 18% increase to 807 pages and a 46.2% jump in ad revenue to $21.4 million.

Mr. Madden said *HG* is not abandoning its charter as a home furnishing and decorating magazine. Its center remains a catalog of the homes and environs of the affluent, though Ms. Wintour has included more people in their homes.

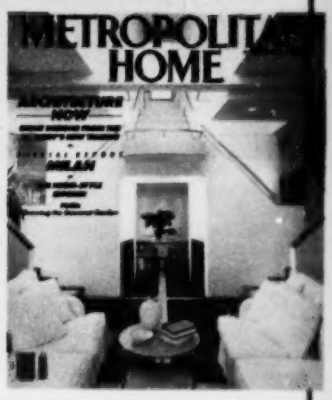
The biggest changes are in *HG's* front and back pages, where Ms. Wintour has infused greater coverage of lifestyles, issues and personalities. Each edition will include a single theme and many, but not all, articles in the issue will pertain to it.

The new look already has brought in advertisers from outside the home furnishing and decorating categories. Clothing designers Donna Karan, Anne Klein and Ralph Lauren have added *HG* to their media schedules, as have British Airways and Givenchy fragrance.

"There are trends and news happening in decorating just as in fashion, but there was no sense of that in the old *House & Garden*," said the 38-year-old, London-born Ms. Wintour. "Today there has never been greater intense awareness of design in the home."

Ms. Wintour's arrival has been closely watched from within Conde Nast and without. Industry rumors have placed her as a successor to Grace Mirabella as editor of *Vogue*, but Ms. Wintour denies it.#

How home magazines stack up



Titles	Ad pages in 1987	% change from 1986	1987 circulation
Home	622	+4.9%	889,929
House Beautiful	868	+1.3	829,913
Metropolitan Home	807	+18.1	717,052
Architectural Digest	1,589	+2.0	632,235
HG (formerly *House & Garden*)	1,157	0.1	572,544

Sources: Audit Bureau of Circulations, Publishers Information Bureau

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Connally pitches for S&L

By JENNIFER LAWRENCE

HOUSTON—Former Texas Gov. and U.S. Treasury Secretary John Connally may be down, but he's not out.

On the heels of his much-ballyhooed auction of personal belongings to help settle last summer's personal bankruptcy filing, Mr. Connally has become a pitchman for University Savings, the state's fourth-largest savings and loan association.

The message in the statewide TV campaign that broke Jan. 31 is to save money—and preferably at University Savings.

Taylor Brown & Barnhill handles the $3 million account.

Mr. Connally, starring in one of three 30-second spots entitled "On the Importance of Saving," was chosen from among a new breed of Texans: former high rollers now facing money woes.

Telling viewers that he and his wife, Nellie, worked hard all their lives to make sure they would be financially secure, Mr. Connally says "things haven't worked out like we planned. . . . There's no better place than Texas to start over and to save a little something. Because you never know what the future may bring."

J. Connally

A supporting print ad starts running today.

Agency executives believe Mr. Connally brings a larger-than-life quality to the campaign, which also includes former Houston Oilers coach Bum Phillips and local businesswoman Ninfa Laurenzo. They also have overcome financial adversity, though not as publicly as Mr. Connally.

Mr. Connally and the others were compensated for their role but the fees remain a closely guarded secret.

Agency President Don Brown said Mr. Connally's reimbursement was "above scale."

Mr. Connally cut an appealing ad image even before his financial hardships surfaced. In 1985, he was tapped as a "Man of Distinction" for C.F. Hathaway in a continuation of the famous campaign started 37 years ago for the shirt company by David Ogilvy (and handled now by Eric Mower & Associates, New York).#

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